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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 85, NO. 1 NEW YORK, U.S.A., MONDAY, JANUARY 5, 1959 TEN CENTS

'DITORIAL

J. A.'s Sweep

?eace for Loew's

By Sherwin Kane

THE recognition accorded United Artists' entries by the New York Film Critics in their annual voting r the year's best last week was im- essive indeed.

Stanley Kramer's "The Defiant nes" was voted best picture by a o-thirds majority of the 15 voting itics on a third ballot, which was itself an unusual example of un- imity within the frequently sharply vided group. Runner-up was an- her United Artists' entry, Hecht- ill-Lancaster's "Separate Tables."

David Niven was voted best actor r his role in "Separate Tables," inning out over Alec Guinness for s work in "The Horse's Mouth," an- her U.A. release.

•

Best actress of the year honors ent to Susan Hayward for her per- rmance in Figaro, Inc.'s "I Want Live," also distributed by U.A.

Stanley Kramer was named best rector of the year for his work on)efiant Ones" and Nathan E. Doug- s and Harold Jacob Smith were ted for best screen writing for their reen play for the same production. he writing award had been re-in- oduced by the critics after a two- ar lapse.

Thus, United Artists' entries won l five of the domestic film awards mprising the critics' voting. The ly other citation went to Jacques ati's "Mon Oncle," Continental Dis- ibuting's French production, which as voted best foreign film.

United Artists is to be congratulated its remarkable showing. Happily, om boxoffice results in evidence, is is one of those eventful occasions which the paying customers are complete agreement with the cri- cs.

• •

HE purchase last week by Nathan and Maxwell Cummings and Paul athanson, avowedly friendly to seph R. Vogel's management, of a bstantial part of the Loew's stock- oldings of all dissident elements on e company's board, would appear dispel the earlier threat of a proxy ght for the second consecutive year, ith all its concomitant disruption of

(*Continued on page* 2)

New Minimum Pay Schedule for N. Y. State Signed; Goes in Effect March 1

An order increasing the basic minimum wage in New York State for employees in the amusement and recreation industries from 75 cents to $1 was signed by retiring Industrial Commissioner Isador Lubin last week. The new wage standard is effective on March 1 and will be increased again Oct. 1, 1959, at which time it becomes $1.05 permanently.

In the case of certain occupations in motion picture theatres special other rates were set. This was in compliance with revised recommenda-

(*Continued on page* 4)

Warn of Over-Optimism In SBA Loan Changes

From THE DAILY Bureau

WASHINGTON, Jan. 4. — Senate Small Business Committee officials cautioned the industry against over-optimism on benefits to be derived from the recent liberalization of the Small Business Administration's theatre loan policy.

The SBA last week agreed to make

(*Continued on page* 6)

Columbia Sales Meeting Begins in D. C. Today

From THE DAILY Bureau

WASHINGTON, Jan. 4.—Columbia Pictures launches the first of its series of four regional sales meetings here tomorrow at the Statler Hotel with Rube Jackter, vice-president and general sales manager, presiding. The sessions

(*Continued on page* 2)

Music Hall Records Set Holiday Pace

New Year's came in with a bang on Broadway and Sixth Avenue last week. Led by a spectacular set of records at the Music Hall, all the downtown houses reported excellent to terrific business through the end of the holiday period.

At the Hall executives were grinning at three brand new records. Receipts New Year's Eve, December 31, were $39,616, biggest single day and biggest New Year's Eve in the his-

(*Continued on page* 4)

NT Files Prospectus On Acquisition of NTA

From THE DAILY Bureau

WASHINGTON, Jan. 4.—National Theatres, Inc., has asked the Securities and Exchange Commission to register securities needed to effect its acquisition of National Telefilm Associates, Inc.

The registration statement covers $20,000,000 of 5½ per cent sinking fund subordinated debentures due March 1, 1974; stock purchase warrants for 454,545 shares of $1 par common; and 485,550 warrants to pur-

(*Continued on page* 4)

Censorship Bills on Agenda for Legislatures In 7 States in '59; Other Items on Films

From THE DAILY Bureau

WASHINGTON, Jan. 4.—Legislatures in 46 states will meet this year and many are expected to be quite active in areas affecting the industry. The three legislatures which will not be in session are Kentucky, Mississippi and Virginia. And 1959 will mark the first time that Alaska will bear watching as a state.

Seven states will definitely introduce censorship bills and other states will probably do so, too, in the opinion of industry observers. New York and Maryland will attempt to amend their existing censorship laws. Ohio, Pennsylvania, Wisconsin, West Virginia and Florida will try to pass legislation setting up state censors. Some of these bills may be aimed at advertising of motion pictures; some may try to set up a schedule rating pictures for juvenile viewers.

In addition, many states, looking for new sources of revenue to cover growing expenses, will doubtless attempt to pass bills establishing withholding or admission taxes. Bills raising the minimum wage are also expected, as are anti-checking bills.

For Industry

Toll-TV Bills Top Upcoming Congress Item

Legislators Seen Under Pressure to Act Soon

By J. A. OTTEN

WASHINGTON, Jan. 4.—Efforts to secure legislation outlawing both broadcast and wired toll television may prove to be the top item of legislative interest for the motion picture industry in the coming session of Congress.

Exhibitor groups have indicated they would seek such legislation. In any event, Congress will be under pressure to do something one way or the other, since the Federal Communications Commission has indicated it

(*Continued on page* 6)

Harris Plans to File Toll-TV Bill Early

From THE DAILY Bureau

WASHINGTON, Jan. 4. — House Commerce Committee chairman Harris (D., Ark.) said he would file early in the new Congress, possibly on opening day, a new anti-toll-TV bill.

Harris would not give details, but it was considered likely the bill would be aimed at both wire and broadcast toll TV. Harris has been a leading opponent of toll television, and recently indicated he could see little difference between the evils of the two types.

The Federal Communications Commission has proposed field tests of broadcast toll TV, but agreed to hold

(*Continued on page* 6)

Para. Executive Meets On Coast This Week

From THE DAILY Bureau

HOLLYWOOD, Jan. 4.—Paramount home office and production executives this week will gather at the Hollywood studio for a series of discussions on 1959 product and policies. Arriving from New York over the weekend were Barney Balaban, Paramount president; Paul Raibourn and George

(*Continued on page* 4)

PN 1993

PERSONAL MENTION

MONTAGUE F. GOWTHORPE, president of the Butterfield Theatres, Detroit, is in Phoenix, Ariz., from there for two weeks.

•

Spence Steinhurst, southern publicity representative for American International Pictures, has returned to Atlanta with his family from a holiday in Buffalo, N. Y.

•

Mrs. John E. McGrath recently gave birth to her eighth child, a boy, in Albany, N. Y. Father is head of the Albany Theatre Supply Company, and grandfather is **John Bylancik**, former branch manager for National Screen Service there.

•

James E. Few, southern district manager for Continental Distributing Co., has returned to his Atlanta office after a business trip to Florida.

•

Mort Abrahams, director of programming of production for NTA, left New York for London at the weekend.

•

Sam Bronston, producer, returned to New York on Friday from London via B.O.A.C.

•

Carroll Baker, who will star in Paramount's forthcoming "But Not for Me," left New York at the weekend for Hollywood.

•

Fay Compton and **Maureen Delaney**, British actresses, have arrived here from London via B.O.A.C.

'Times' Tells Identity Of 'Defiant Ones' Writer

Thomas M. Pryor in an exclusive story in the "New York Times" Thursday reported that Nathan E. Douglas, co-author of "The Defiant Ones," is Nedrick Young, who invoked the Fifth Amendment as a witness in 1953 before the House subcommittee investigating Communism in Hollywood.

"The Defiant Ones" was voted the best film of 1958 by the New York Film Critics last week and the screen play by "Douglas" and Harold J. Smith, who shared the writing credits, was voted the best screenplay of the year.

The "Times" story said that Young is registered under both his legal and pen name in the Writers Guild of America, West. The report raised the question of the eligibility of the screenplay for an Academy Award under an amendment to the Academy bylaws passed last year.

EDITORIAL

(*Continued from page* 1)

normal functions within the company, and its needless burden of unproductive expenditures.

With its board about to be reorganized, with new support for Vogel's policies and with the fortunes of the company already on the upturn, a period of well-deserved peace, and with it opportunity for rewarding accomplishment, appears at hand.

The entire industry rejoices in this prospect of a truly happy New Year for Loew's and its management.

Distributors Win S. C. Percentage Suit

Special to THE DAILY

COLUMBIA, S. C., Jan. 4.–Damages aggregating $93,577.81 for percentage under-reporting at some nine theatres operated by H. B. Ram of Aiken and various members of his family during the period 1941-54 were found to be due to eight distributing companies in a report filed in Federal Court here last week by E. W. Mullins, special master appointed by that court for trial of the matters.

The eight actions, which were consolidated for trial, were begun in 1949 by Paramount, Loew's, Warner Bros., RKO Radio, Twentieth Century-Fox, Universal, United Artists and Columbia. Defendants were H. B. Ram, Esther Ram, Jake Bogo, Sam Bogo and Max Bogo, former owners and operators of various theatres in the Aiken-Augusta area.

The case now goes to U. S. District Judge C. C. Wyche for action on the special master's trial findings.

'He Who Must Die' Wins Joseph Burstyn Award

"He Who Must Die," French film distributed by Kassler Films, has been chosen by importers and distributors of foreign films in the U. S. to receive the sixth annual Joseph Burstyn Award as the best foreign-language film of 1958. The picture is currently showing at the Beekman Theatre here.

Formal presentation of the award at a cocktail party is now being planned.

Norbert Stern Dies; Pittsburgh Exhibitor

Special to THE DAILY

PITTSBURGH, Jan. 4. – Norbert Stern, 66, president of the Drive-In Theatre Association and the Associated Theatres, a drive-in theatre circuit, and owner of many real estate properties in the city, died Dec. 31 in Montefiore Hospital. Stern built the first Pittsburgh district drive-in theatre near South Park more than 14 years ago.

Services were held Friday at Ralph Schugar Chapel, and burial was in Beth Shalom Cemetery.

Johnston Host Tonight To Soviet's Mikoyan

From THE DAILY Bureau

WASHINGTON, Jan. 4. – Eric Johnston, president of the Motion Picture Association of America, will give a formal dinner here tomorrow night for Anastas Mikoyan, First Deputy Prime Minister of the Soviet Union, who is visiting the United States this week.

An MPA official said the guests would include some 40 to 50 members of Congress, Administration officials, court members and industry representatives. A new film will probably be shown the guests after the dinner, he indicated.

Unrelated to Film Pact

The MPA official said he would expect there would not be any discussion of the recently negotiated film exchange agreement. He said efforts are being made through other channels to speed the final selection of films by both Russia and the United States, and that since Mikoyan had had nothing to do with the original agreement, there would be no attempt to discuss it with him now.

Columbia Meetings

(*Continued from page* 1)

here Monday and Tuesday will be attended by home office executives and field sales executives from the Eastern divisions and Canada.

Like the similar meetings to be held later this month in New Orleans and Chicago, they will consider both the immediate question of the company's forthcoming releases and the long-range program envisioned by the new management team.

Ferguson Attending

Here with Jackter from the home office in New York are Milton Goodman, home office sales executive; Joseph Freiberg, manager of sales accounting and contracts; H. C. Kaufman, exchange operations manager. Robert S. Ferguson, director of advertising, publicity and exploitation, is here to represent that phase of Columbia's operations.

Harvey Harnick, sales manager of Columbia Pictures of Canada, is here from Toronto. Division managers present include I. Harry Rogovin, from Boston; Harry Weiner, from Philadelphia, and Samuel Galanty, who makes his headquarters here.

Branch Managers Coming

Columbia's branch managers attending the general sales meetings here are Herbert Schwartz, Albany; Ben Felcher, Buffalo; Phil Fox, Cincinnati; Jules Livingston, Cleveland; Walter Silverman, New Haven; Saul Trauner, New York; Frank Silverman, Pittsburgh; and Ben Caplon, Washington.

ACE, Inc., Bows In

The American Congress of Exhibitors was incorporated in the District of Columbia Dec. 31. The incorporation papers, filed by the law firm of Arnold, Fortis and Porter, lists the organization as a non-profit corporation. No officers are named but the papers list the executive committee and their alternates. Among the incorporators were S. H. Fabian, Max Cohen and Edward Lider.

Lewis Returns Today From European Tour

Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, returns today from a one-month European tour during which he conferred with company personnel on the new program of expanded global promotion and with producers preparing films for UA release. Major stops on Lewis's itinerary included Paris, Milan, Berlin, Frankfurt, Naples, Madrid, London and Ireland.

Lewis met with United Artists overseas representatives to map out comprehensive campaigns for the company's slate of upcoming releases. He also reviewed the coordination and development of campaigns for the purpose of achieving a closer liaison between the New York home office and European promotion and production centers.

Emphasis on Music

In his meetings with UA promotion executives, Lewis placed greater emphasis on overseas promotional activities for United Artists Records and Music company. The conferences outlined long-range campaigns promoting the company's overseas music operations as well as details for a program looking to intensified global coordination.

Comerford Heirs Settle Court Suit

Special to THE DAILY

SCRANTON, Pa., Jan. 4. – Mrs. Thomas F. J. Friday, daughter of th late M. E. Comerford, and wife of th present head of the Comerford enterprises, has acquired the interests o Patrick J. Comerford and Mary Collins, bother and sister of the lat M. E. The acquisition increases Mrs Friday's holdings to all but the les than one-ninth interest held by th heirs of another brother, the late Joh Comerford.

It also resulted in the withdrawa of a suit brought against the estat as a result of the adjudication of th accounting of Frank C. Walker, execu tor of the estate, by Mrs. Helen Comerford Brennan, daughter of the lat Patrick J. Comerford.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Presi dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

United Artists congratulates

THE WINNERS OF ALL THE N.Y. FILM CRITICS AWARDS FOR 1958!

Stanley Kramer for *"Best Picture of the Year"*

THE DEFIANT ONES

Susan Hayward for *"Best Actress of the Year"*

in **I WANT TO LIVE**

David Niven for *"Best Actor of the Year"*

in **SEPARATE TABLES**

Stanley Kramer for *"Best Director of the Year"*

THE DEFIANT ONES

Nathan E. Douglas & Harold Jacob Smith for *"Best Screen Writing"*

THE DEFIANT ONES

and congratulations to **"MY UNCLE, MR. HULOT"**
for *"Best Foreign Picture of the Year"* (even though it wasn't a UA release!)

UA

NT Prospectus

(Continued from page 1)

chase debentures and stock purchase warrants.

National proposes to offer National Telefilm stockholders the right to get $11 of the debentures and a stock purchase warrant entitling the owner to purchase one-quarter share of National common, in exchange for each share of NTA common.

Includes Provision for Warrants

National Telefilm, it was reported, has certain stock purchase warrants outstanding entitling holders to purchase one share of its common at $7.75 per share through June 15, 1959, with annual price increases of $1 per share on June 16, 1960, and 1961. National Theatres proposes to offer holders of these warrants the right to exchange each warrant for a new exchange warrant of National entitling the holder to buy $11 of the debentures and a warrant for the purchase of one-quarter share of National common. The purchase price under the exchanged warrant would be the same as that now applying to National Telefilm warrants.

The prospectus filed with the SEC also said National has agreed to acquire from Ely A. Landau, Oliver A. Unger and Harold Goldman, NTA board chairman, president and executive vice-president, respectively, 160,500 shares of the outstanding NTA common in exchange for its debentures and warrants on the already-mentioned basis.

1,090,075 Shares Outstanding

According to the prospectus, 1,090,075 shares of NTA common were outstanding on November 1, with 9,411 more shares to be issued shortly in connection with the acquisition of Telestudios, Inc. If all common shares accept the exchange offer, National Theatres would have to issue $12,094,346 of the debentures and warrants for 274,871 common shares. On Nov. 1, there were also outstanding 485,550 NTA warrants, and if the holders of all these accept the exchange offer, 485,550 exchange warrants will have to be issued by National, entitling the holders to buy $5,341,050 of debentures and warrants for 121,387 common shares.

Options to Be Exercised

In addition, options to purchase 121,387 NTA common shares were outstanding Nov. 1, and National offers the holders of these options the right to take part in the exchange offer as though the options were being exercised. The prospectus said Landau, Unger, Goldman and senior vice-president Edythe Rein, holding options to buy 59,000 NTA common shares, have agreed to exercise their options under the exchange offer. If holders of all outstanding options to buy NTA common exercise their options and accept the exchange offer on such stock, National would have to issue $1,138,500 of debentures and warrants for 25,875 common shares.

Thus, the prospectus said, in the event the exchange offer is accepted to the maximum extent by all holders of NTA stock, warrants and options, National will have to issue $18,573,896 of debentures and warrants for 422,133 common shares, not including a maximum of 22,195 NTA shares that may be issued in connection with the acquisition of remaining shares of Telestudios stock.

Diversification Sought

Purpose of National in making the exchange offer, the prospectus said, is to acquire a larger interest in NTA and thus further diversify its activities in the broadcasting field. National said it did not now own any shares of NTA stock, and until the exchange offer has expired would acquire none except pursuant to the agreement with Landau, Unger and Goldman. The company has agreed they and Mrs. Rein will remain as executive officers of NTA.

National Theatres Common Stock Traded Heavily, the SEC Reports

From THE DAILY Bureau

WASHINGTON, Jan. 4.–Extensive trading in National Theatres common stock was revealed in the latest Securities and Exchange Commission report on trading by officers and directors during the period of late November and early December.

B. Gerald Cantor bought 16,000 shares in his own name, increasing his direct holdings to 96,000. At the same time, he sold 10,000 shares in one indirect holding and bought 1,500 in another, for a net total of indirect holding at the end of the period of 225,000 shares.

Rhoden Sells 11,300 Shares

Elmer C. Rhoden sold 11,300 shares through a controlled investment company, dropping its holdings to 15,650 shares. He owns 26,800 additional shares outright and 12,175 through two other indirect holdings. Samuel Firks bought 10,000 shares for a total of 60,000, while Jack M. Ostrow bought 2,500 shares in his own name and 10,000 additional shares through an indirect holding, for 7,500 shares outright and 91,000 shares indirectly. Frank H. Ricketson, Jr., reported the sale of 20,000 shares in September, dropping his holdings to 10,042.

Tomlinson Active

The list included the purchase by Joseph Tomlinson of 16,000 shares of Loew's stock in his own name and 20,000 indirectly, for a total holding of 150,000 directly and 20,000 indirectly. Tomlinson on Tuesday was reported to have sold 60,000 shares to the group headed by Nathan Cummings.

Music Hall Records

(Continued from page 1)

tory of the house. That brought the total for the week ending that day to $226,984, an all-time highest week. And that's not all. The next day, January 1, the box office rang up $33,741 to start off the new week with the biggest New Year's Day in history. The attraction is Warner's "Auntie Mame" and the Music Hall Christmas show.

Down the street at the Roxy crowds were standing in line all week. New Year's Eve and New Year's Day were high enough to warrant an estimate for the week ending tomorrow of $140,000. The picture is Columbia's "The Seventh Voyage of Sinbad."

'Buccaneer' Strong

At the Capitol Paramount's "The Buccaneer" did $9,800 New Year's Day and Friday was headed for an estimated $37,000 for the four-day weekend.

Fox's "Inn of the Sixth Happiness" at the Paramount finished the week ending January 1 with $63,000 and on the basis of Friday's business was headed for another big week.

Minimum Pay

(Continued from page 1)

tions of the Amusement and Recreation Minimum Wage Board presented at a public hearing Dec. 18 at New York State Department of Labor offices here. Lubin had in April rejected a previous report and recommendations made by the board.

Final recommendations of the board were accepted by Lubin with only one exception as affecting theatres. This was a proposal for additional wage payments on days employees work "split shifts," which was deleted from the order.

Special rates for certain theatre employees under the new order are as follows:

Cashiers, cleaners, porters and matrons other than children's matrons in theatres will receive a minimum hourly rate of 90 cents until March 1, 1960, when the rate becomes $1. At present they receive from 65 to 75 cents, depending upon the size of the community.

Ticket-Takers Get Increase

Ticket-takers and doormen, who now receive from 60 to 70 cents according to the size of the community, will get an hourly rate of 85 cents until March 1, 1960, when this rate also becomes $1.

Ushers, children's matrons, ramp and checkroom attendants, other unclassified service staff workers and messengers in theatres, who at present receive from 50 to 55 cents, will have an hourly rate of 75 cents.

All rates in the new order are statewide with no differentials in regard to the size of the community.

A further stipulation of the order also affects ushers. When they are required to report for duty on any day, whether or not assigned to actual work, they shall be paid for at least four hours, except that the guarantee shall be two hours on those days on which a theatre is open only in the evenings from 6 P.M. on.

A final provision in the order affecting theatres is in regard to spread of hours. Employees must be paid for one additional hour at a time and a half the applicable minimum hourly wage for any day in which the spread of hours exceeds 11.

Signing of the order by Lubin was one of his last acts as industrial commissioner. He was succeeded in the post on Jan. 1 by Martin P. Catherwood, appointee of Governor Rockefeller.

At the hearings on the board's recommendations both in April and December exhibitor spokesmen appeared asking that prevailing economic conditions in the industry be given every consideration possible in determining the new minimum wage schedules. Among those who were heard were Morton Sunshine of Independent Theatre Owners Association of N.Y. and D. John Phillips of Metropolitan M.P. Theatres Assn.

'Cat,' 'Gigi,' 'Indiscreet' Nominated by SPG

From THE DAILY Bureau

HOLLYWOOD, Jan. 4. – Balloting has been concluded on the "best produced theatrical" films released in third quarter of 1958 and ballots for films of the fourth quarter have been sent to the 20-member Screen Producers Guild nominating committee by chairman Jerry Bresler.

Nominees for third quarter are MGM's "Cat on a Hot Tin Roof" of Lawrence Weingarten, and "Gigi," Arthur Freed; and Warner Brothers' "Indiscreet," Stanley Donen.

Fourth quarter nominees in the fields of both theatrical and TV films will be announced prior to the SPG annual dinner Jan. 20, with ballots listing all nominations going to the membership, with the winners to receive their awards at the dinner.

The Milestone Award will be presented to Samuel Goldwyn and the winner of the Jesse L. Lasky Intercollegiate Film Award will be announced the same night.

Paramount Meets

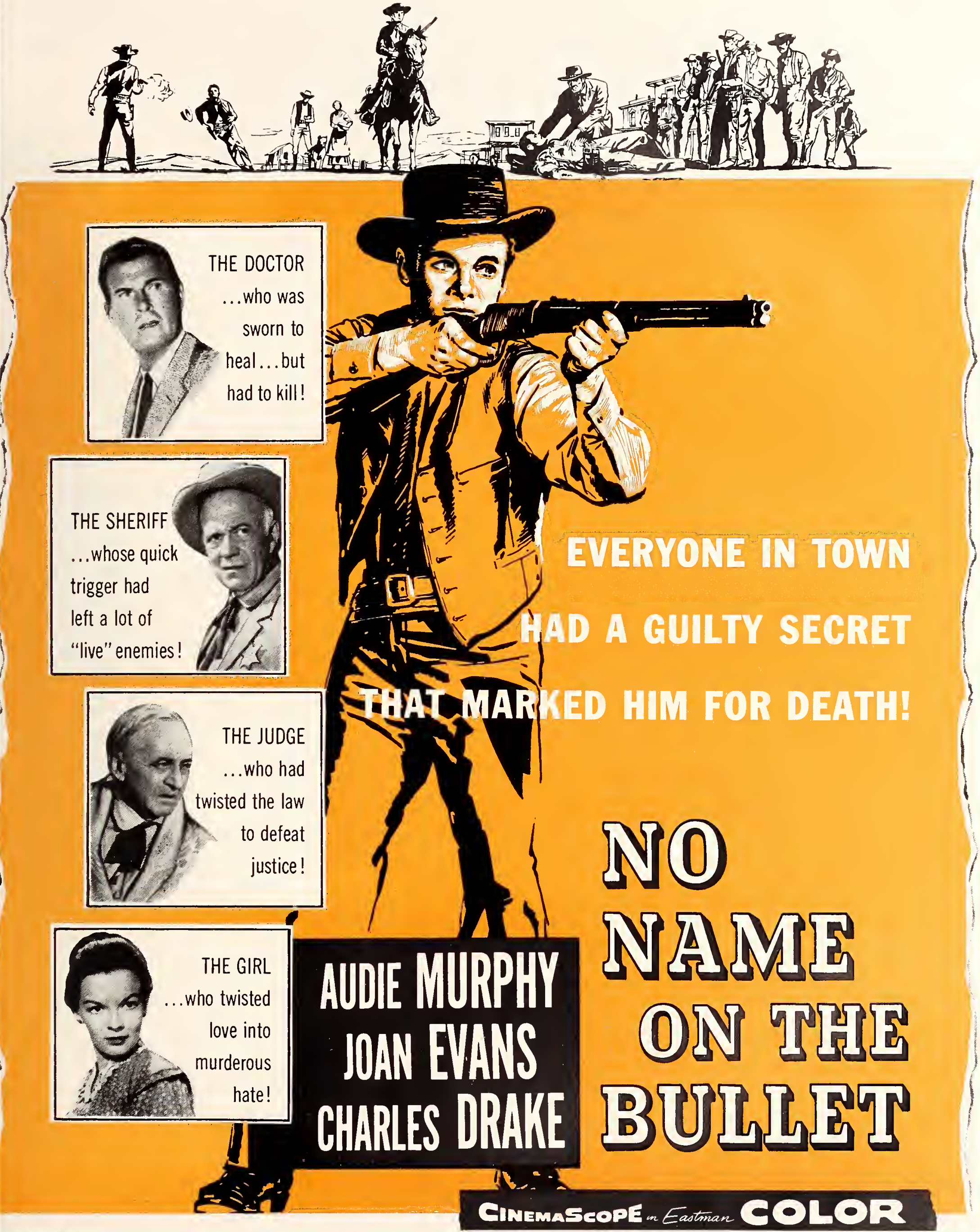
(Continued from page 1)

Weltner, vice presidents; Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, and Russell Holman, Eastern production manager.

The studio will be represented in the discussions by Y. Frank Freeman, vice-president, and other Paramount production executives. The home office executives are due to return to New York by the end of the week.

Buffalo Pioneer Dies

BUFFALO, Jan. 4.–Herman Wile, who died here last week at age 94, was a pioneer exhibitor in Buffalo. In partnership with the late Mitchell Mark, he opened the first movie theatre in this city in February, 1894. Later the partners bought the U. S. rights to pictures of the Corbett-Fitzsimmons fight. Wile sold out to Mark and became a clothing manufacturer. Since 1901 he had been a vice-president and trustee of the National Jewish Hospital at Denver.



THE DOCTOR ...who was sworn to heal...but had to kill!

THE SHERIFF ...whose quick trigger had left a lot of "live" enemies!

THE JUDGE ...who had twisted the law to defeat justice!

THE GIRL ...who twisted love into murderous hate!

EVERYONE IN TOWN HAD A GUILTY SECRET THAT MARKED HIM FOR DEATH!

AUDIE MURPHY
JOAN EVANS
CHARLES DRAKE

NO NAME ON THE BULLET

CINEMASCOPE in *Eastman* **COLOR**

Universal International

with **VIRGINIA GREY · WARREN STEVENS · R. G. ARMSTRONG**

Directed by JACK ARNOLD · Screenplay by GENE L. COON · Produced by HOWARD CHRISTIE and JACK ARNOLD

...from Universal-International

Now It's Officially Sir Alec Guinness

From THE DAILY Bureau

LONDON, Jan. 4. – Now it's Sir Alec Guinness. The versatile British actor, honored throughout the world for his role in Columbia's "The Bridge on the River Kwai" last year and rapidly accruing new honors this year for United Artists' "The Horse's Mouth," was knighted by Queen Elizabeth II in the New Years honours list.

Frank Hoare, joint managing director of the Merton Park Studios and long active on the Films Council of the Board of Trade, was made a Commander of the Order of the British Empire.

TOA Hails New S.B.A. Theatre Loan Action

Theatre Owners of America at the weekend hailed "with great satisfaction" the announcement last week by the Small Business Administration in Washington that it has reversed an earlier decision and has decided to make drive-in theatres eligible for SBA loans.

George G. Kerasotes, TOA president, and Philip F. Harling, chairman of TOA's Small Business Administration committee, who spearheaded TOA's efforts to have the government loan provisions extended to cover drive-in theatres, termed the decision recognition of TOA's contention that all theatres, conventional as well as the outdoor operations, should be treated alike.

Pleased with $350,000 Limit

They also expressed satisfaction that SBA had increased the loan limit for all theatres from the prior maximum of $250,000 to $350,000 for 10 years, and said that the SBA action should be grounds for private lending organizations to review their loan policies for theatres in view of the government's recognition of all theatres as suitable applicants for loans.

The SBA had on two separate occasions last spring turned down Harling's requests for extension of loan provisions for drive-ins on the grounds that such loans would not be in the public interest.

Hope for Modification

Kerasotes and Harling said that TOA's SBA committee's efforts will now be directed to obtain "through legislation or other means" modification of SBA's loan requirements to enable theatres to qualify more easily They are particularly interested, they said, in obtaining removal of the provision now requiring a theatre be turned down by a private lending institution before it can apply for an SBA loan.

Easing of this one provision, they said, would make it far easier for theatres to obtain long-term government loans for improvements.

Kerasotes and Harling noted that the SBA action accomplished one of the objectives of the American Congress of Exhibitors. The industry-government relations committee, headed by Sol A. Schwartz, had the securing of long-term government credit for theatres as one of its aims.

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Harris Planning to File Toll-TV Bill Early

(*Continued from page 1*)

off any action in this area until after the 1959 session of Congress. It has not moved in the wire toll TV field.

Harris made his comments in answer to a question at a press conference called to discuss the forthcoming report of his special subcommittee investigating the FCC and other regulatory agencies. The report was made public over the weekend.

The report calls for a continuing and broadened probe of Federal regulatory agencies in the new Congress, though more likely by a regular commerce subcommittee or subcommittees rather than a special one.

Would Study Network Rein

The report suggests some 16 areas worthy of further study, including the relations of UHF and VHF stations, the need for Federal regulation of TV networks, the legality of option time arrangements, "organized group pressures" on the FCC and other agencies, centralization of power in broadcasting and the need for station ownership limits, and the consistency with which the FCC has applied policies dealing with diversification of ownership among different media.

Highly critical of various FCC policies, the report attacks "trafficking" in TV licenses by requiring any licensee negotiating a transfer or sale to notify the FCC in advance. The FCC would have to give public notice and could not approve the transfer or sale without public hearings.

It seeks to deal with "payoffs," in which one channel applicant buys off competing applicants, by limiting the amounts that can be paid in such cases to actual out-of-pocket expenses. Moreover, it suggests the FCC should be required to approve any withdrawals of applications.

The subcommittee report would require the FCC to hold public hearings on all license applications, even uncontested ones. It would require the FCC and other agencies to act within 60 days on all motions made by parties. Unless the Commission acts within 60 days or shows good cause why it is unable to, the private party would have the right to appeal to the courts for action.

The lawmakers would have the chairmen of the regulatory agencies elected by the members for no more than three year terms, rather than designated by the president as at present. Commissioners and parties would be ordered to report publicly any private dealings on pending cases with civil and criminal sanctions for failure to make such reports. The FCC and other agencies would be urged to adopt strict codes of ethics and the president would be given power to fire Commissioners for neglect of duty or malfeasance.

Court Representation Treated

Another recommendation would give the FCC and other agencies authority to represent themselves in court cases. At present, the Justice Department usually represents the agencies in court, and the new proposal would give the agencies more freedom from the executive branch.

Naturally, most of the subcommittee's proposals require specific legislative action and may prove quite controversial. Some will likely be okayed in the coming session, but others will fall by the wayside.

Warn Against Over-Optimism

(*Continued from page 1*)

loans to drive-ins as well as to indoor theatres, and to make loans to both types of theatres for a broad range of business purposes rather than just for modernization and repair.

"Sure, it's a victory," said one Senate Committee aide. "But SBA is almost certain to move very slowly and conservatively. It will take time and high-quality applications to break the ice."

Sees No 'Shot in the Arm'

Naturally, this official observed, it was better for the industry to be able to apply for loans than to be barred from such applications. But, he said, some officials had been pressing for the loan policy change as though it would provide an across-the-board shot in the arm for the industry, and as though loans would be granted wholesale. He said he felt the industry should be cautioned against any such expectations.

"Some loans will come eventually," he said. "But don't look for any wholesale approval of loans. SBA has removed the prohibition, and that's an advance, but it still has not promised to approve any or all loan applications."

This official gave as an example an application by a theatre owner who had been close to getting private bank financing in his community but just failed to get it. Such an exhibitor, he thought, would be able to get an SBA loan now. But, he said, an exhibitor who is having great difficulty in interesting private lenders in his community will have equal trouble interesting SBA.

Two Grounds for Rejection

SBA can reject loans on the ground available collateral is not adequate or financial repayment not assured. Even under its old restricted loan policy, it was rejecting a large portion of applications by indoor theatres for modernization and repair loans.

Svigals New Sales V-P Of Trans-Lux Distrib.

Edward R. Svigals has been elected vice-president in charge of sales of the Trans-Lux Distributing Corp., according to an announcement by Richard P. Brandt, company president.

Svigals, who joined Trans-Lux in 1956 as circuit sales manager and rose to the rank of general sales manager last year, is a veteran sales executive in independent motion picture distribution. He entered the field in 1947 and, after extensive service with the major distributors, functioned as sales chief of several leading independent organizations.

Toll-TV Bills

(*Continued from page 1*)

would wait on the question only unt Congress adjourns in 1959.

The new session is scheduled to ge under way January 7, with the earl weeks devoted largely to debates ove Senate and House rules and filling o committee vacancies. With the larg shift in voting strength and the grea turnover in Senators and Congressmen, committee line-ups will in man cases look very different.

The tax field, which has been a bus one for the industry in recent year with several successful drives to pus through admissions tax relief, wi probably lie fallow for a while. Hous Ways and Means Committee Chai man Mills (D., Ark.) has indicated h would like to spend the coming se sion exploring tax loopholes.

It is still too early to say what action, if any, will be taken on Allie States Association's so-called "whit paper," aimed at getting legislativ backing for tougher enforcement o the Paramount case consent decree

New Merger Ruling Possible

There undoubtedly will be renewe agitation for legislation to requi large firms to give the government advance notice of their merger plans, ar to give the Justice Department broader powers to obtain information anti-trust investigations.

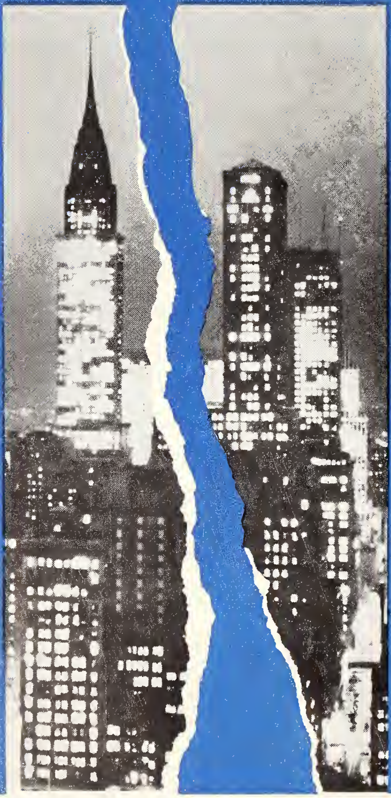
Labor unions are expected to pus strongly for legislation to broaden th federal minimum wage law to cov larger theatres and theatre circuits ar other retail and service groups no exempt from coverage, and also to i crease the minimum from its prese $1 to $1.25 an hour.

Several Senators are reported reac to introduce legislation for direct go ernment regulation of TV networks

"COLUMBIA'S SINBAD PLAYING MORE THAN 400 SITUATIONS IS THE NATION'S NO. 1 BOX-OFFICE CHAMP!"

Variety Dec. 31

THE INDUSTRY'S FIRST BIG PRODUCTION OF 1959 STARTS SHOOTING TODAY IN NEW YORK



KIM NOVAK · FREDRIC MARCH in "MIDDLE OF THE NIGHT" with GLENDA FARRELL. Screenplay
PADDY CHAYEFSKY. Based upon his Broadway play as produced and directed on the stage by JOSHUA LOG
To be produced by GEORGE JUSTIN · Directed by DELBERT MANN · A SUDAN Production. A COLUMBIA Rele

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 2 NEW YORK, U.S.A., TUESDAY, JANUARY 6, 1959 TEN CENTS

Millions Paid

ara. Sells Its etropolitan dcstg. Stock

hn Kluge, Food Broker, dio Owner, Is Buyer

By J. A. OTTEN

ASHINGTON, Jan. 5. – Para- nt Pictures Corp. has sold 335,200 es of capital stock in Metropoli- Broadcasting Corp. to Washington broker and radio station owner Kluge and associates for a re- ed $4,000,000.

his was said to be Paramount's en- holding in the company, which spun off several years ago from Allen B. DuMont enterprises. opolitan owns television stations EW - TV in New York and TG-TV in Washington, and radio ons WNEW in New York and H in Cleveland.

e 335,000 shares sold by Para-

(*Continued on page* 6)

tras Map Demands New Guild Pact

From THE DAILY Bureau

OLLYWOOD, Jan. 5.–H. O'Neil ks, president of the Screen Ex- Guild, disclosed today that bene- o extra players in the form of a h, welfare and pension plan, paid tions, television residuals and sub- ial increases in daily and weekly

(*Continued on page* 6)

l Planning Meeting r Brotherhood Drive

luncheon meeting to initiate plans ndustry participation in the 1959 paign for the National Conference ristians and Jews has been called lex Harrison, chairman for the ement division, for the Astor l, Jan. 13.

Lewis Webster Jones, who re- y succeeded Dr. Everett R. hy as president of the Confer- will attend the meeting.

EVISION TODAY—page 6

Industry Outlook for 1959 Keyed to Quality of New Product: Kerasotes

The quality of product which becomes available in the new year largely will determine the condition of the motion picture theatre business in 1959, George Kerasotes, president of Theatre Owners of America, believes.

George Kerasotes

In a statement issued by TOA headquarters here yesterday giving his views on the outlook for the industry, Kerasotes says there should be benefits from the generally healthy state of the nation's economy expected in 1959. Gross national income is expected to be at its highest during the year.

He views the American Congress of Exhibitors as exhibition's "greatest

(*Continued on page* 2)

NLRB Jurisdiction in Theatre Dispute Upheld

From THE DAILY Bureau

WASHINGTON, Jan. 5. – A National Labor Relations Board trial examiner, applying new N.L.R.B. theatre standards for the first time, has ruled that the board clearly had jurisdiction over a labor dispute involving several Butte, Mont., theatres.

He found the Butte local of the International Alliance of Theatrical

(*Continued on page* 2)

Fox Schedules Big Campaign for 'Hills'

"These Thousand Hills," 20th Century-Fox outdoor drama, is set for one of the most extensive saturation campaigns in the company's history with more than 200 engagements of the attraction scheduled for the Salt Lake City and Denver exchange areas beginning January 21.

The saturation will be backed by a concentrated and extensive radio campaign covering 43 radio stations in the area. Utah, Idaho, Montana,

(*Continued on page* 2)

Papas Named to Head NAC '59 Convention

Special to THE DAILY

CHICAGO, Jan. 5.–Spiro J. Papas, executive vice-president, Alliance Amusement Company, and prominent leader in national Allied, has been named general convention chairman for the 1959 convention and trade show of the National Associa-

(*Continued on page* 3)

House FCC Report Cites NTA Case On TV Industry Vertical Integration

From THE DAILY Bureau

WASHINGTON, Jan. 5.–The special House Commerce subcommittee investigating the Federal Communications Commission said the acquisition of a Minneapolis TV station by National Telefilm Associates "raises the question as to whether Congress or the Commission should place some restrictions on vertical integration within the industry."

NTA's acquisition of station KMGM in Minneapolis had been criticized by subcommittee investigators last May. The final report of the subcommittee itself, issued over the weekend, also criticized it, citing it both as an example of "trafficking" in TV licenses and for the questions raised on vertical integration.

"The KMGM case," said the report, "serves as an example of the manner in which the Commission by its lack of action has given impetus to an increasing tendency toward vertical integration in the communications industry and its component distributors, producers, and exhibitors of programs." In addition, it declared, "in this case, as in others, the transferors were in and out of the station within a few months, without any showing required to be made of the effect on the prime criterion for the award of a grant—the public interest."

The transferor referred to was United Television, Inc., which bought

(*Continued on page* 6)

Jackter Reports

Col. Geared For 30-36 Top Films a Year

To Be Produced at Cost Of $58 to 70 Millions

From THE DAILY Bureau

WASHINGTON, Jan. 5. – The "new" Columbia Pictures is geared to handle from 30 to 36 pictures a year which will be made by independent producers at a cost of from $58 to $70 million, Rube Jackter, vice-president and general sales manager, told a group of his field sales executives here today.

While most of the independent productions to be made for the company will be in the "multi-million dollar blockbuster class," there will always be room for a few films made at lower budgets, Jackter added. These pictures

(*Continued on page* 3)

Rosenberg to Tour For "The Last Mile"

Max Rosenberg, producer of the Vanguard-UA release, "The Last Mile," will start a busy six-week tour this week to support promotion and exploitation campaigns for the picture

(*Continued on page* 2)

Marcus Expands Circuit; Now Biggest in Wisconsin

Special to THE DAILY

MILWAUKEE, Jan. 5. – The Marcus Theatre Management Co. has become the largest circuit in Wisconsin, numbering some 38 operations, with the purchase by Ben Marcus, president, of two more theatres. The new additions are the Ritz of this city, formerly operated by Mike, Arnold and Barney Baumm, and the Wisconsin in Beaverdam, formerly operated by Fox-Wisconsin.

Marcus is presently carrying out a program of remodeling at several of his theatres. The Viking in Appleton has just been refurbished, and the Tosa here is now in the process of alteration.

PERSONAL MENTION

Jerry Wald, producer, has returned to the 20th Century-Fox studios following recovery from an attack of ulcers.

•

David Golding, newly-appointed vice-president in charge of advertising-publicity for Carlyle Prods., arrived in New York from the Coast yesterday for a week's stay.

•

Bill Doll, head of the global campaign for "Porgy and Bess," has returned to New York from Hollywood.

•

Bruce Eells, executive vice-president of United Artists Television, has returned to New York from the Coast.

•

William Ornstein, public relations director of the Roney Plaza Hotel, Miami Beach, has arrived in New York from Florida and is headquartering at the Schine Enterprises offices here.

•

Gertrude Brooks, 20th Century-Fox fan magazine contact, has returned to New York from Miami Beach.

•

John Huston has arrived in Mexico City from Los Angeles.

Eric Johnston Entertains For Mikoyan at MPAA

From THE DAILY Bureau

WASHINGTON, Jan. 5. – Eric Johnston, president of the Motion Picture Association, entertained at dinner tonight at the MPAA headquarters here for Soviet Deputy Premier Anastas Mikoyan, his son, Serge; V. P. Burdin and other members of the Soviet official's visiting party.

Guests included Ambassador Welland E. Thompson, Speaker Sam Rayburn, Soviet Ambassador Menshikov, Gov. and Mrs. William MacChesney Martin, Jr., Sen. John Sherman Cooper, Mr. and Mrs. William Foster, Sen. Stuart Symington, Frank Pace, Jr., Sen. Lyndon Johnson, Admiral and Mrs. Thomas Kelly, Albert Nickerson, Ambassador William Lacy, Sen. and Mrs. Humphrey and others.

Fox Schedules

(*Continued from page* 1)

Colorado, Wyoming and New Mexico are the states included in the bookings. Patricia Owens, who stars in the film with Don Murray, Richard Egan and Stuart Whitman, will make personal appearances in Denver and Salt Lake City prior to the engagements in those cities and will also make radio broadcasts on key network stations.

NLRB Upheld

(*Continued from page* 1)

Stage Employes and Moving Picture Machine Operators guilty of refusal to bargain and various other unfair practices, and ordered the local to cease and desist. The local, which argued the board lacked jurisdiction, has 20 days to appeal.

The dispute involves projectionists at the Fox Montana and Golder Theatre chains in Butte. N.L.R.B. trial examiner William E. Spencer found the policies of Fox Montana controlled by Fox Inter-Mountain, and that the board could therefore consider the business of the entire Fox chain, but that in any event, Fox Montana alone had gross revenues of $1,805,000 in the fiscal year ending Sept. 30, 1957. Golder Theatres had revenues of $506,291 during its last reported fiscal year, he found.

Holds Requirements Fulfilled

"Applying the board's current formula for asserting jurisdiction over retail establishments, there can be no doubt that Fox and Golder, considered either as a single employer or as separate bargaining principals, satisfy existing requirements, the gross annual volume of business of each being in excess of $500,000," Spencer declared.

The N.L.R.B. in October issued standards which took jurisdiction over theatres or chains grossing over $500,000 a year. Previously, they had to have "direct inflow" of $1,000,000 a year or "indirect inflow" of $2,000,000.

Spencer said it was not necessary to determine, for purposes of settling jurisdiction, whether Fox and Golder constituted a single employer, but that this was necessary to consider IATSE's bargaining obligations. He found the evidence of previous bargaining showed the two chains had bargained as one and constituted a single employer for purposes of collective bargaining.

Finds IA Wouldn't Bargain

The dispute involved in the case is "itself minor in scope," and the question of board jurisdiction is the important thing about the case, Spencer stated. However, he did find the IATSE local had refused to bargain with the chains on matters legitimately subject to bargaining concerning the status and work conditions of projectionists, that it had illegally maintained closed shop conditions, and had illegally taken control of determining seniority rights. He ordered the union to cease these practices, to bargain with the chains, and refund certain initiation fees and dues paid by the employes.

Support for Russian Film Exchange Urged

Special to THE DAILY

ALBANY, Jan. 5.—Exhibitors wherever possible should support the U.S. government in its cultural exchange program with the Soviet Union by booking the Russian films involved, in the opinion of Leonard L. Rosenthal, counsel and adviser on film buying for Upstate Theatres, Inc., a cooperative buying-booking organization.

Rosenthal said it is desirable some of the films be shown "in localities where there is not likely to be objection and where a possible audience for foreign pictures exists." College towns would be among them, he said.

Says Policy Has Been Set

The State Department "has set the policy" in this matter, and exhibitors, as loyal citizens, should support, not challenge it, according to Attorney Rosenthal.

The son of a pioneer Troy exhibitor added the "wisdom of the plan" had been decided by experts in the State Department. This should not be questioned by exhibitors, he declared.

Under the exchange, American pictures will be shown in the Soviet Union—an important goal to achieve, Rosenthal pointed out.

Rosenberg to Tour

(*Continued from page* 1)

in its openings in eastern and northern key spots.

The young producer told trade press reporters at a luncheon yesterday following the screening of the picture that he hopes it will stand on its own feet as "an honest treatment of a melodramatic situation" rather than as a documentary or as a preachment against capital punishment. A popular Broadway stage play of the 1920's and made as a film once before in 1931, the picture is a stark depiction of the emotions of men in a prison death house and of a desperate prison break.

Favors Selling-Field Activity

Rosenberg, partner with Milton Subofsky in Vanguard Productions, has positive ideas about film-making and selling. For instance, he believes, as witness the projected tour, that a producer's job does not end with the completion of the picture but that he should project his belief in what he has created by helping to sell it.

Firmly committed to production in New York, at least for certain kinds of pictures, Rosenberg was lavish in his praise for the enthusiasm and skill of the technical crew at Production Center where the picture was made, and for the cast of young actors who supported Mickey Rooney in the lead role. Both Rooney and Howard Koch, who directed, were enthusiastic about production in New York, he said.

Outlook for '59

(*Continued from page* 1)

hope," and through the unity it affords he believes much can be done in the way of solving what he sees as its four major problems.

Product shortage, free availability of films on television, the need for technological development in screen presentations, especially a large screen process for 35mm, which should be adaptable to all theatres at reasonable cost, and, fourthly, the need for further promotion and wider theatre use of stereophonic sound to capitalize on the rapidly growing public interest.

"New methods of selling and advertising are needed," he concludes, "as we are in great competition for leisure time with other industries such as sports, bowling, golfing, amusement parks and the like. But with aggressive leadership and a unifie determined program by exhibition, I am hopeful there will be a renaissance in the business."

Change 'Night' Policy

Rank Film Distributors' "A Night to Remember" yesterday started a continuous performance run at the Criterion Theatre here, replacing the two-a-day reserved seat policy with which it opened at the House on Dec. 17.

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PEOPLE

Fred Kelly has been named asso-te producer of the Roxy Theatre's ure stage presentations, it was an-nced here by managing director **bert C. Rothafel.**

☐

Ralph P. Cook and **Percy H. Ste-ns,** director and assistant director, pectively, of the engineering divi-n at the Kodak Park Works plant Eastman Kodak Company, Ro-ester, N. Y., have announced their irement from the company, effec-e last week.

☐

Alfred J. Marrow, formerly in arge of Berlo Company's stand at Albano Drive-in, Ravenna, N. Y., s joined Tri-State Automatic Candy rp. as Albany branch manager. He ceeds **Peter Gazeley,** who has re-ned.

hree UA Films Roll Up op Grosses at Holiday

"Separate Tables" and "I Want to ve!" United Artists releases which n two of the annual awards of the w York Film Critics last week, con-ued to do exceptional business here er the weekend. "Tables" grossed 6,808 in the four day New Year's ekend at the Astor, which was the ghest gross ever registered by a A. film at the theatre and the top ure for any picture to play the use in the past four years. At the rmandie, where "Tables" is play- day-and-date, it grossed $17,429 the four days, the highest gross er recorded at the theatre.

In Sevnth Week at Victoria

At the Victoria "Live" scored a big 7,402 in its seventh week. "The rse's Mouth," a third U.A. release, gistered $25,720 in its eighth week the Paris, with receipts jumping ne $12,000 during the pre-holiday holiday period.

reen Acquires Two

Joseph Green, head of President ms, Inc., has returned from Eu-e, where he obtained the American hts to two additional foreign films. ese will bring to six the number pictures the company will release 1959. The new acquisitions are: e Infedeli," a Carlo Ponti-Dino De urentiis production, and "Confess, . Corda," a suspense drama pro-ced in Western Germany.

Columbia Geared for 30-36

(*Continued from page 1*)

will, however, have elements that will enable Columbia to merchandise them in the same style as the blockbusters, he pointed out.

Speaking to division and branch managers from Eastern states and Canada at the first of four regional meetings scheduled for this month, Jackter said that following the death of Harry Cohn, the top management of Columbia held a series of meetings to determine the company's future course.

"It was at those meetings, he said, "that Abe Schneider and the other members of the management team decided there was still a world of opportunity in the motion picture industry for a company willing to meet the challenge and they decided to fight it out with a reorganized and reoriented distribution system and a program consisting mainly of big 'blockbuster' type films from independent producers under the Columbia formula."

Emphasizes Flexibility

Jackter told the group convened at the Statler Hotel that both the number of productions per year and their cost was always subject to change as "the key to the Columbia formula is flexibility." He explained that the Columbia formula "encourages every type of independent producer to work through Columbia. It is elastic enough to embrace those who want a minimum of direct aid from us in production and also those who want to use our prodluction facilities and personnel both in Hollywood and abroad. It excludes no producer and has proved inviting to many of the greatest."

The sales executives were told of more than 25 leading producers who have made releasing deals with Columbia in the last few months to give it "the fastest growing list of independents in the industry." These producers have more than 50 properties in active preparation, in addition to a number already completed or before the camera.

Urges 'Spreading the Story'

Jackter also told the division and branch managers to start spreading the story of the new Columbia.

"Tell the exhibitors in your territory," he said, "that they will soon not recognize our release schedule as a Columbia slate. We used to have a few real big ones a year among a bunch of program product, but no more! When you go out selling in the future—and I mean out, all of us general sales managers or division or branch managers are going out to sell—you will be carrying not a program of pictures but individual packages of entertainment merchandise that have been individually made and will be individually sold."

Papas Named

(*Continued from page 1*)

tion of Concessionaires, Nov. 8-12, at the Sherman Hotel here.

Papas, who is also second vice-president of NAC, and a director representing the concessionaire and automatic merchandising operator segment, will develop and coordinate the full program of both business sessions and social functions. Assisting Papas will be NAC senior directors Van Myers, Wometco Theatres, Miami; and R. Mack Lambeth, ABC Popcorn Co., Chicago. NAC executive vice-president Thomas J. Sullivan will serve as convention program coordinator and trade show administrator, and Arthur B. Segal as exhibit chairman.

Asa C. Thornton Dies

JACKSONVILLE, Jan. 5.—Asa C. Thornton, 65, retired theatre owner and a resident of Jacksonville since 1930 is dead. He had been manager of the Capitol Theatre here for many years.

M-G-M to Release Next Film from Goldwyn, Jr.

From THE DAILY Bureau

HOLLYWOOD, Jan. 5. — Samuel Goldwyn, Jr.'s next independent picture will be released by M-G-M, it was announced by Sol C. Siegel, M-G-M studio head. Goldwyn moves his offices to M-G-M this month to begin preparations for filming the production.

Meetings resulting in the new contract were initiated several months ago, following the successful foreign release by Loew's, Inc. of "The Proud Rebel," the third Goldwyn, Jr. production.

Sells Conn. Theatre

PLAINFIELD, Conn., Jan. 5.—Edward L. Lord of Norwich, Conn., has disposed of his sole remaining motion picture theatre — Lord's Indoor-Outdoor Theatre—to the Nicholas W. Zeo, Jr., interests of Springfield, Mass., for an undisclosed sum.

TENT TALK

Variety Club News

DES MOINES—Woodrow Praught, vice-president of Tri-States Theatre Corp., has been elected chief barker of Variety Club, Tent No. 15. Named as his assistants are Larry Day and Ralph Olsen. Lon Levy is dough guy and Dave Gold property master.

△

BUFFALO—George Eby, chief barker of Variety Clubs International, will be the principal speaker at the 26th annual installation dinner of Tent No. 7 on Sunday at the Statler Hilton Hotel. Myron Gross, manager of the Buffalo office of Co-Operative Theatres, is chairman of the installation committee.

△

PITTSBURGH—The banquet of Tent No. 1 will be held at the Penn Sheraton Hotel on Jan. 18. Theme of the affair will be the bicentennial of the city of Pittsburgh.

△

DETROIT — Some 175 barkers, members and their friends turned out for the New Year's Eve Party conducted by the barkerettes of Tent No. 5. Guests of honor were the players of the "Sunrise at Campobello" road company, headed by Lief Erickson, who also brought his family.

△

PHILADELPHIA—Tent No. 13 on Jan. 19 will stage a testimonial for retiring chief barker Sam Diamond, branch manager for 20th Century-Fox. Scene will be the Bellevue-Stratford Hotel.

New 'Ten' Pressbook

Paramount has prepared specifically for use in connection with local special engagements of "The Ten Commandments" a new 12-page pressbook. It highlights in all of its extensive campaign material the fact that the Cecil B. DeMille production comes to the local theatre "intact and uncut." The ads, publicity stories and accessories presented in the new pressbook were prepared to assure the same maximum returns on the picture as were achieved with earlier special engagements, it is pointed out on the cover.

The new campaign manual is designed also to be used in conjunction with the giant original pressbook which was issued for "The Ten Commandments."

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Starring Yul Brynner, Claire Bloom, Charles Boyer and also co-starring Charlton Heston as Andrew Jackson. Produced by Henry Wilcoxon. Directed by Anthony Quinn. Supervised by Cecil B. DeMille. Screenplay by Jesse L. Lasky, Jr. and Berenice Mosk. Technicolor® VistaVision®

BOXOFFICE!

THE GEISHA BOY

Starring Jerry Lewis. Co-starring Marie McDonald, Sessue Hayakawa. Produced by Jerry Lewis. Directed by Frank Tashlin. Screen Story and Screen Play by Frank Tashlin. Technicolor® VistaVision®

BOXOFFICE!

TEMPEST

Starring Van Heflin, Silvana Mangano. Viveca Lindfors and Geoffrey Horne. Produced by Dino DeLaurentiis. Directed by Alberto Lattuada. Screenplay by Louis Peterson and Alberto Lattuada. Technirama® Technicolor®

BOXOFFICE!

THE TRAP

Starring Richard Widmark. Lee J. Cobb. Tina Louise and Earl Holliman. Produced by Melvin Frank and Norman Panama. Directed by Norman Panama. Written by Richard Alan Simmons and Norman Panama. A Parkwood-Heath Production. Technicolor®

BOXOFFICE!

THE BLACK ORCHID

Starring Sophia Loren, Anthony Quinn. Produced by Carlo Ponti and Marcello Girosi. Directed by Martin Ritt. Written by Joseph Stefano. VistaVision®

BOXOFFICE!

LAST TRAIN FROM GUN HILL

Hal Wallis Production. Starring Kirk Douglas. Anthony Quinn. Co-starring Carolyn Jones. Earl Holliman Directed by John Sturges. Screenplay by James Poe. Technicolor

BOXOFFICE!

THUNDER IN THE SUN

Starring Susan Hayward. Jeff Chandler. Co-starring Jacques Bergerac. Produced by Clarence Greene. Directed by Russell Rouse. A Seven Arts Production. Technicolor®

BOXOFFICE!

THE HANGMAN

Starring Robert Taylor. Tina Louise. Fess Parker. Jack Lord. Produced by Frank Freeman. Jr. Directed by Michael Curtiz. Screenplay by Dudley Nichols.

BOXOFFICE!

THE FIVE PENNIES

Starring Danny Kaye. Co-starring Barbara Bel Geddes. Louis Armstrong. Harry Guardino. Bob Crosby and Robert Troup. Produced by Jack Rose. Directed by Melville Shavelson. Technicolor VistaVision®

AND ALL OVER THE WORLD...

CECIL B. DeMILLE'S

PRODUCTION

THE TEN COMMANDMENTS

THE GREATEST BOXOFFICE GROSSER THE WORLD HAS EVER KNOWN!

TECHNICOLOR® VISTAVISION®

Television Today

FCC Report

(*Continued from page* 1)

the station in April 1956 and sold to NTA in September 1957.

The staff memo on the Minneapolis case in May not only suggested some restrictions on vertical integration, but also questioned whether licenses should not be denied defendants in antitrust suits. The subcommittee report made no mention of this latter point in connection with N.T.A., but did say at another point that the FCC "should take effective action to investigate and consider all outstanding antitrust matters within its jurisdiction which bear upon the fitness of an operator to be a broadcast licensee." The report declared "the Commission has paid little or no attention to its statutory responsibility in this area." This comment, however, was not tied to the NTA case in any way.

Sees 'Trafficking' Extensive

The subcommittee attacking "trafficking" in general, saying its hearings had revealed extensive trafficking in licenses at prices greatly in excess of the investment in the enterprise. It said some stations had sold out so soon after getting a license "as to bring into question the good faith of the applicant in seeking the license."

As reported earlier, the subcommittee recommended no person should be allowed to enter into any negotiations to buy or sell a TV license or permit without notifying the FCC and getting FCC approval for these negotiations. If a transfer is finally negotiated, it said, the FCC should be required to give public notice and hold public hearing.

Most other subcommittee recommendations were also reported earlier. It said direct or indirect payoffs of competing applicants for stations should be limited to out-of-pocket expenses, and that the FCC must allow 30 days for new, competing applications to be filed when such a payoff takes place. It suggested the FCC hold public hearings before issuing any TV license, and said no party to any proceeding should be allowed to contact any commissioner or other FCC official without notice to the other parties to the proceeding and without submitting a memorandum on the contact for the record.

NAB Membership At Record High of 2,326

From THE DAILY Bureau

WASHINGTON, Jan. 5.—Membership in the National Association of Broadcasters reached a record high of 2,326 last month. At a membership planning session at NAB headquarters, Ben B. Sanders, KICD, Spencer, Iowa, and Joseph J. Bernard, KTVI, St. Louis, co-chairmen of the Association's membership committee, and members of the NAB staff discussed ways to push the membership figure even higher during 1959.

William Carlisle Chairman

William Carlisle, manager of station relations, presided at the meeting which included reports by Al King and Russ Severin, NAB field representatives. John A. Buning was introduced as a new field representative.

Four Major Nets Extend Agreements with ASCAP

ASCAP announced that all of the four major networks (ABC, CBS, NBC and Mutual), together with their owned and operated stations, have executed extensions of their license agreements effective Jan. 1, 1959.

In addition to the networks, approximately 50 per cent of the local radio stations throughout the country have either signed or extended their license agreements with the Society beyond Jan. 1, 1959.

Extras Map Demands

(*Continued from page* 1)

wage minimums are among collective bargaining contract-modification proposals being served on the motion picture producers.

The guild's present contract with the producers expires on April 1, and under its terms the guild is required to submit proposals for changes at least 90 days in advance of the expiration date.

'Tosca' in 7 Theatres

"Tosca," the S. Hurok film presentation of Puccini's opera, has been booked into seven theatres in the U.S. and Canada, it is announced by Martin Levine, national sales representative for the Casolaro-Giglio import. The houses are: the World, Chicago; Fine Arts, Rochester; Delaware, Albany, N. Y.; Ormont, East Orange, N. J.; Lincoln, New Haven, Conn.; Alouette, Montreal, and Bushnell Memorial, Hartford.

Conn. Theatre Reopened

SOUTH NORWALK, Conn., Jan. 5. —Yankee Theatre Corp. has reopened the long-shuttered Empress Theatre here under supervision of Robert Murphy.

Para. Sells

(*Continued from page* 1)

mount was reported to be about 22 pe cent of all outstanding Metropolita stock.

According to Robert C. Jones, Jr of the Jones, Kreeger and Co. broker age firm which handled the sale pri vately for Paramount and Kluge Paramount had held the stock for in vestment only.

Jones said the transaction wa cleared last week with the Federa Communications Commission, Securi ties and Exchange Commission an other government agencies. The sal actually was consummated this morn ing at the Bank of New York.

DuMont Tie Unaffected

The transaction does not in any wa affect Paramount's interest in DuMon Laboratories, from which Metropolita Broadcasting evolved, nor does it hav anything to do with Paramount's 10 per cent ownership, through its sub sidiary, Paramount Television Prods of TV station KTLA-TV in Lo Angeles.

Paramount had three representa tives on the Metropolitan board, Bar ney Balaban, Paul Raibourn and Ed win L. Weisl. In addition, Arthur Is rael, Jr., of Paramount, has been sec retary of Metropolitan. Presumably Kluge and associates will replace all o most of these.

Buckley Holds 12%

Metropolitan's second largest indi vidual stockholder is Richard Buckley a vice-president, who holds about 1 per cent of the total.

Kluge, who has made money i other radio activities, plans to take a active role in the management o Metrolitan, according to Jones. It i expected he will become an officer a well as a director. He already own radio stations in Fort Worth (KNOK Pittsburgh (WEEP), Buffalo (WINE and Nashville (WKDA), has an inte est in WLOF-TV in Orlando, Florid and is selling WGAY radio station i Silver Springs, Md.

Stock in Voting Trust

Practically all the stock purchase will be in a voting trust, throug which Kluge himself will own 221,21 shares and members of his family an business associates will own the ba ance. Small amounts of the balanc of the purchase will be held by a do en or more other individuals.

Jean Simmons Signed

HOLLYWOOD, Jan. 5. — Hal Wa lis has signed Jean Simmons for second starring film, to follow he upcoming role in Wallis' filmizatio of Tennessee Williams' "Summer an Smoke" which starts in early Fall.

Ben Rosenwald Dead

BOSTON, an. 5—Ben H. Rose wald, 62, branch manager for Loew Inc., here for 10 years, died at Bet Israel Hospital following a secon heart attack. He is survived by h widow, Mrs. Harriett Rosenwald.

"He saw
HOUSE ON HAUNTED HILL
and went all to pieces!"
THE SUSPENSE IS REALLY KILLING IN
HOUSE ON HAUNTED HILL
Bigger than "MACABRE" — from ALLIED ARTISTS!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 3 | NEW YORK, U.S.A., WEDNESDAY, JANUARY 7, 1959 | TEN CENTS

) Years with Disney

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Buena Vista, the Walt Disney
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idely circulated reports that he
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the company's domestic sales
ager, could not be confirmed im-
iately but appeared to have con-
rable substance.

amuels' future plans likewise could
be learned at once. He left yester-
on a Caribbean cruise and will
way for about two weeks. Prior to
resignation he had been confined
is home with a broken ankle for a
ber of weeks, during most of

(*Continued on page* 4)

nonelli Elects to main with Universal

harles Simonelli, Eastern adver-
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ed by remaining with the com-
y with which he started 18 years

(*Continued on page* 6)

Charles Simonelli

EVISION TODAY—page 5

Promotion of Columbia Blockbusters To Include 'Full Treatment' for All

From THE DAILY Bureau

WASHINGTON, Jan. 6.—All of Columbia Pictures' releases under its new "blockbuster" programs will be promoted with "the full treatment from the cradle right through subsequent dates," Robert S. Ferguson, director of advertising, publicity and exploitation, told a meeting of division and branch managers here today. Ferguson spoke at a concluding session of a two-day meeting of 12 managers from the East and Canada. It was the first of four regional sales conclaves scheduled for this month.

The advertising-publicity executive

(*Continued on page* 6)

Communion Breakfast Set Here for Jan. 25

The ninth annual industry Communion Breakfast for Catholics in the New York area will be held at the Waldorf Astoria Hotel Sunday, Jan. 25. Speakers at the breakfast, which will follow the 9 A.M. Mass at St. Patrick's Cathedral, will be Rev. Rob-

(*Continued on page* 6)

Hearings on Toll-TV Definite, Soon: Harris

From THE DAILY Bureau

WASHINGTON, Jan. 6. – House Commerce Committee chairman Harris today said his committee would definitely have hearings on toll-TV, including wire-TV, early in the new Congress. But he said he didn't know

(*Continued on page* 6)

Tax Cut Appreciation Lunch for Goldman

Special to THE DAILY

PHILADELPHIA, Jan. 6.—William Goldman, prominent Philadelphia showman, will be tendered an appreciation luncheon at the Sheraton Hotel here on Jan. 29 in recognition of his achievements during three years as president of the Pennsylvania Assn. of Amusement Industries.

During his tenure the elimination of Philadelphia's entire municipal tax on theatre admissions was achieved.

Guests at the luncheon will include Mayor Richardson Dilworth, many members of the local judiciary and film and theatre executives from New

(*Continued on page* 6)

Special Drive-In Prints For 3 More UA Films

United Artists' program of preparing special, high-key film prints for drive-ins, introduced with its release of "Run Silent, Run Deep," moves into full swing as De Luxe Laboratories readies delivery of the new-type prints for "Separate Tables," "I Want to Live!" and "The Last Mile,"

(*Continued on page* 6)

MPRC's Survey of 700 U.S. Theatres Finds Better Projection Needed

From THE DAILY Bureau

HOLLYWOOD, Jan. 6.—The results of a two-year survey compiled by the Motion Picture Research Council's field representatives in visits to more than 700 first and second run theatres in 100 U.S. cities were released today. Highlights of the report issued to studio and theatre executives are:

(1) Mechanical misalignment for optimum focus with worn sub-par components found in 74 per cent of theatres. M.P.R.C. representatives made corrections in 63 per cent of situations, with precision gauges and lens performance test film developed by the research council's engineering staff.

(2) Recommendations to correct screen brightness levels, installation of proper type screens and adequate arc-lamp equipment, were made in 69 per cent of theatres visited.

(3) Recommendations for procurement of lenses of a different focal length than those used in order to show either anamorphic or regular product to better advantage were made in 43 per cent of the theatres.

(4) New masking practices were also recommended in 40 per cent of

(*Continued on page* 2)

Jan. 13-15

Para. to Hold 3-Day Meeting On 1959 Plans

Weltner Will Preside at Big Home Office Sessions

Policies and programs planned by Paramount Pictures designed to make 1959 "The Big Office Year" will be discussed at a meeting of division managers and home office executives here on Jan. 13 through 15, it was announced yesterday by George Weltner, vice-president in charge of world sales.

Weltner will preside at all sessions. All U. S. and Canadian sales

(*Continued on page* 5)

George Weltner

New Bill Would Ease Tax on Overseas Profit

From THE DAILY Bureau

WASHINGTON, Jan. 6. – Rep. Boggs (D., La.) today said he'll introduce in Congress tomorrow a bill to give substantial tax concessions to firms operating overseas. The bill is

(*Continued on page* 6)

Next ACE Meeting Here In Mid-January

The next meeting of the American Congress of Exhibitors will be held in New York about the middle of the month to press plans for activating the ACE program on all fronts, it was learned yesterday.

Date and place for the meeting were not disclosed pending notifications to all ACE committee members. Aim of the meeting will be to complete arrangements for getting as much as possible of the ACE program into motion immediately.

PERSONAL MENTION

SIDNEY SCHREIBER, secretary and general counsel of the Motion Picture Association, has returned to New York from a vacation in Florida and the West Indies.

•

MO WAX has returned to Philadelphia from a vacation in Florida.

•

RICHARD ZANUCK, producer, will leave Hollywood today for Sun Valley, Ida., where tomorrow he will be host at a screening of "Compulsion" at a convention of 800 district attorneys.

•

JOSEPH FRIEDMAN, Paramount national exploitation manager, has left New York for Boston and Worcester.

•

BLAIR MOONEY, booker with Cooperative Theatres of Ohio, has returned to Cleveland from Phoenix, Ariz., where he visited with his parents, MILTON A. MOONEY, Cooperative president, and MRS. MOONEY.

•

SHIRL CONWAY will leave here today for Australia via B.O.A.C.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., has left Atlanta for New Orleans and Dallas.

•

JOHN BROMFIELD, television actor, has arrived in New York from the Coast.

•

CHESTER ERSKINE, producer, arrived here yesterday from Hollywood.

•

WENDY CRAIG, British actress, is scheduled to arrive in New York from London today via B.O.A.C.

New Hall Stage Show

A new choral and orchestral version of Tchaikowsky's "Nutcracker Suite" to be sung by the Columbus Boychoir, will be added to the current stage spectacle at Radio City Music Hall beginning Monday. The new number in which the 28-voice choir will sing "Waltz of the Flowers" accompanied by the Music Hall Symphony Orchestra directed by Raymond Paige, will replace the Music Hall's Christmas pageant, "The Nativity," which will be continued only through Sunday.

Expect Substantial Improvements in New Italian Film Pact Near Signing

Expectations that negotiation of a new Italian film agreement may be completed here today or tomorrow were voiced yesterday by spokesmen for both sides.

The new agreement which will be for either two or three years and which will become effective next June, will cover three main points, namely, number of import permits, the re-sale of dubbing licenses and remittables.

Substantial agreement satisfactory to both sides has been worked out on the main issues, with only details remaining, it was said.

220 Permits Available

Substantially the same number of import permits as in the current agreement are expected to be provided for in the new one despite the withdrawal from the Motion Picture Export Association of RKO Radio Pictures and Republic Pictures. In such event, the eight remaining companies will share approximately 220 permits available to 10 companies heretofore.

In addition, substantially higher remittables are expected to be authorized in the new agreement than in the current one.

Working out of details concerning the disposal of the 5,500,000 lire dubbing permits which American companies are required to purchase in Italy is the chief item still before the negotiators. The Italians favor a discount rate set for the period of the agreement for the re-sale of the licenses, while the American companies would prefer an annual settlement.

Three Acting for U.S.

Dr. Eitel Monaco, president of ANICA, and Ehidio Ariosto, Italian undersecretary for show business, comprise the Italian negotiating team. Ralph Hetzel, MPEA vice-president; Griffith Johnson, European vice-president, and Frank Gervasi, Mediterranean manager, are the American negotiators.

Eric Johnston, MPEA president, will come here from Washington for conferences with Monaco and Ariosto as soon as the new agreement is ready for signing.

'Furlough' Grosses Big In Special Showings

"The Perfect Furlough," Universal-International's new comedy which played special New Year's Eve engagements in more than 150 key and subkey situations from coast to coast as a prelude to its Jan. 14 nation-wide launching, rolled up impressive receipts, the company reported yesterday. Grosses generally topped New Year's Eve, New Year's Day and several days receipts of many of U-I's top grossers like "Written on the Wind" and "The Glenn Miller Story."

One-Shot Events

Unlike the other U-I pictures, however, the New Year's Eve engagements of "The Perfect Furlough" were one-shot events and part of the company's advance word-of-mouth campaign on the picture.

To Honor Bernstein

Leonard Bernstein, musical director of the New York Philharmonic Orchestra, will be honored for his contributions to cultural inter-change between Israel and United States at a dinner concert of the America-Israel Cultural Foundation to be held Monday evening, Feb. 2, at the Hotel Waldorf Astoria. The announcement was made by Samuel Rubin, president of the Foundation, and Robert S. Benjamin, chairman of the board of United Artists and chairman of the dinner committee.

MPRC Study

(Continued from page 1)

the theatres to properly showcase newer and bigger films.

(5) The council's staff urged replacement of undersize sprockets which reduced the life of the print. Improper alignment of the projector film path was also listed as a cause of shortened print life.

(6) Screen brightness continues to be a major technical problem in the 224 drive-in theatres visited. Increasing efficiency of drive-in screens is now under study by the council's engineers.

"Termination of the field service phase of the program late last year does not mean the end of the research council's studies into ways and means of aiding exhibitors with technical problems they face. Theatre problems will remain an important part of the council's operation," it was pointed out by William Kelley, MPRC president.

Eastman Improvements

ROCHESTER, N. Y., Jan. 6.–The Eastman Kodak Company plans to invest about $61 million in company improvements during 1959, it was announced by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. The 1958 budget for capital improvements was about $62 million. Approximately 90 per cent of this budget was expended, Hargrave and Chapman estimated.

TENT TALK

Variety Club News

CHICAGO – Variety Club of I linois will hold its annual installatio dinner on Monday in the Florentin Room of the Pick-Congress Hotel ur der the chairmanship of Nat Nathar son. Inducted will be: William Ma golis, chief barker; Charles Coope assistant chief barker; Harry Balabar dough guy, and Sam Levinsohr property master. Speakers will b Judge Jacob M. Braude and John I Carmichael, sports editor of the "Ch cago Daily News."

Warner Stockholders Annual Meet Feb. 4

Stockholders of Warner Bros. wi be asked to approve options for thre company executives and reductions i the price of options granted other e ecutives in 1956 at the annual meetin set for Feb. 4 in Wilmington.

In the proxy statement announcin the meeting date it is also stated th the number of company directors h been reduced from 10 to nine sinc the death of Harry M. Warner.

Five directors are up for reelectio this year for two-year terms. They a Charles Allen, Jr., Serge Semenenk Albert Warner, Jack L. Warner an Benj. Kalmenson.

Stock options voted during the ye and up for stockholder approval i clude William T. Orr, 10,000 shar at $19; James B. Conkling, 10,0 shares at $17.34; and Rodney Eric son, 10,000 shares at $19.83.

$200,000 to 'Sinbad' In 19 Canada Theatres

Special to THE DAILY

TORONTO, Jan. 6.–"The 7th Vo age of Sinbad" has been held over 18 of the 19 Canadian theatres which it has opened, it was reveal here by Harvey Harnick, sales ma ager of Columbia Pictures of Canad

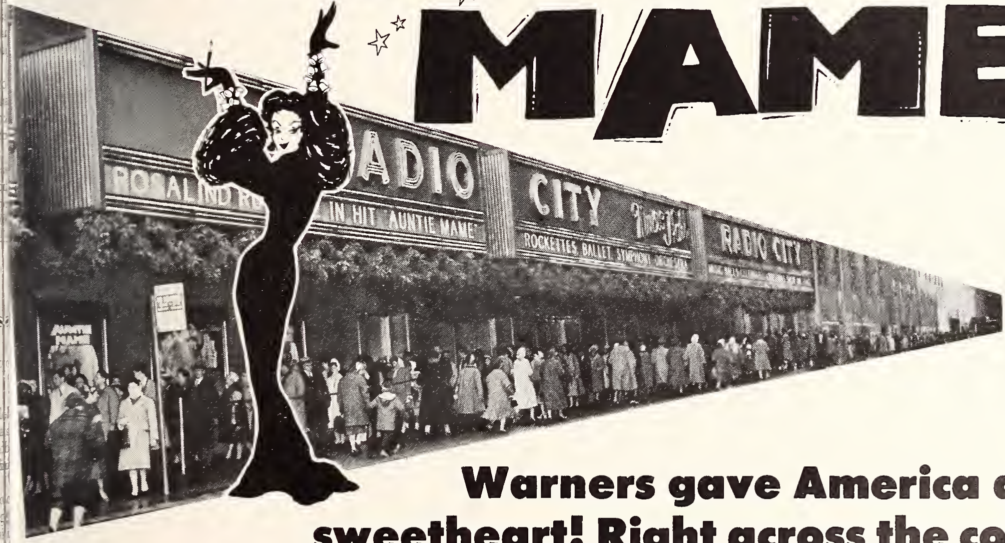
Harnick also reported that the fi week's aggregate gross from the houses exceded $200,000, near-reco proportions. Indicative of the streng of the Dynamation feature, Harni said that in Hamilton, Ontario, "Si bad" in six days equalled the five-d total of "The Bridge on the Riv Kwai," the company's all-time box c fice champion.

NCCJ Meet on Monday

The planning meeting for the N tional Conference of Christians a Jews amusement division campaign which Alex Harrison, 20th Centu Fox general sales manager, is cha man, has been advanced from n Tuesday to Monday, Jan. 12 at t Astor Hotel here.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

THERE NEVER WAS A DAME LIKE "AUNTIE MAME"!


ROSALIND RU
RADIO
IN HIT "AUNTIE MAME"
CITY
ROCKETTES BALLET SYMPHONY
RADIO CITY

Warners gave America a new sweetheart! Right across the country no receipts to match 'em since 'Sayonara'

..AND IN ITS FOURTH WEEK AT RADIO CITY MUSIC HALL EVEN SMASHED 'SAYONARA'S' FABULOUS ALL-TIME SINGLE WEEK RECORD!

UNTIE MAME" starring **ROSALIND RUSSELL** filmed in TECHNIRAMA® color by TECHNICOLOR®

tarring
ORREST TUCKER · CORAL BROWNE · FRED CLARK · Screenplay by BETTY COMDEN and ADOLPH GREEN · From the novel "Auntie Mame" by PATRICK DENNIS
adapted for the stage by Jerome Lawrence and Robert E. Lee · Directed by MORTON DACOSTA · Music composed by BRONISLAW KAPER · From WARNER BROS

Motion Picture Daily Feature Reviews

The Two-Headed Spy

Columbia

Hollywood, Jan. 6

Expert direction by Andre De Toth, and excellent performances by Jack Hawkins and Gia Scala put this into the well-above-average class of British imports for general American audience appeal. It is apparent that executive producer Hal E. Chester has the pulse on the kind of British productions that will please Americans, having a good box office record on films he made in Hollywood.

De Toth's direction is loaded with suspense using the screenplay by James O'Donnell, which was based on a story by J. Alvin Kugelmass.

Hawkins, dominating every scene with strength, delivers an intriguing performance as a Nazi general, capable of carrying on a masquerade of loyalty to the fuehrer, while pipe-lining information to the British on the location of supply depots under his control. Despite several close calls with the gestapo, brought about by his suspicious aide, impressively portrayed by Erik Schumann, Hawkins is able to convince Hitler himself that a gestapo head, Alexander Knox, and several of his closest military advisers are traitors and should be "eliminated." His final recommendation to Hitler appears to have put an end to the Nazi regime as the Allies make their way to the Berlin gates.

Miss Scala is quite suitable to her role of the beautiful girl friend of Hawkins, who proves herself to be an equally important spy for the Allies, singing songs over the radio that can be decoded. Her meeting with Hawkins to carry on the spy missions, when Felix Aylmer, Hawkins accomplice is tortured to death by the Nazis, blossoms into a romance that has a tragic ending as she is shot by Hawkins' aide when she tries to escape to the Allied lines. Hawkins outwits his Nazi pursuers and finds himself back in England, after having served as a spy in Germany for 25 years.

A fine musical background by Gerard Schurmann, and two songs, "Ich Liebe Dich," and "The Only One," by Peter Hart, sung by Miss Scala, add to the production values of the film, which was produced by Bill Kirby.

Running time, 93 minutes. General classification. Release, in January.

Samuel D. Berns

Senior Prom

Romm—Columbia

Hartford, Conn., Jan. 6

Jill Corey and more than a handful of names and faces accepted and accoladed by the burgeoning teen-age record-buying-and-listening market are featured in this modern-day tune paced Harry Romm production released under the Columbia banner. The Hal Hackady screenplay is suitable framework for a whopping total of 20 songs and while the logical-events-must-move-logically school will contend certain phases could easily have been eliminated, the overall effect is one of relaxing entertainment, produced, directed and enacted primarily to appeal to the in-between years that spell out high school, dating, et al.

David Lowell Rich has guided his youthful charges with directorial touches that stress movement and the happy feeling. Campus co-ed Miss Corey and Tom Laughlin (latter's a moneyed undergraduate) seem romantically inclined for 95 per cent of the footage, but when the fade-out approaches, the girl sees stars in her eyes, clinches with Paul Hampton, a right enough chap, you understand, but not given to Dun and Bradstreet ratings. Romance has conquered all and there's idyllic atmosphere anew on campus.

Moving resolutely in and out of camera range during the hour and 22 minutes of running time are Louis Prima, Keely Smith, CBS-TV's Ed Sullivan, Mitch Miller, Connie Boswell, Bob Crosby, Tony Arden and his orchestra, Jose Melis and Les Elgart, to cite some of the more recognizable countenances.

Running time, 82 minutes. General classification. Release, in January.

A. M. W.

Good Day for a Hanging

Columbia

Fred MacMurray stars in this competent little western drama whi tells of the trials that befall a small town marshal when he follo his conscience against the will of his fellow townsmen. Maggie Hay co-stars in the Morningside production, directed by Nathan Juran a produced by Charles H. Schneer. It is photographed in effective Colu bia Color.

MacMurray, a widower, is seen as a local freight line operator w is drafted into becoming marshal after the previous marshal, Emil Mey has been killed leading a posse in pursuit of three bank robbers. In th battle MacMurray has wounded one of the robbers, young Rob Vaughn, a local boy who has gone bad, whom MacMurray had seen f the shot which killed Meyer. MacMurray takes Vaughn back to j where he has to ward off a lynch mob who would like to string up t young bandit, which is just the beginning of the marshal's vexi problems.

MacMurray's daughter, Joan Blackman, has been in love with Vaugl for some time and believes him to be innocent. Little by little, the r of the townsfolk come to agree with her after a sharp city-type lawy arrives to defend the boy. At the trial, the boy is finally convicted murder, but only on the testimony of MacMurray. This, of course, lea to some hard feelings at home. Even MacMurray's fiancee, seamstre Maggie Hayes, comes to believe that his badge has gone to his he rather than his heart. Eventually, of course, the marshal's integrity proven when Vaughn stages a bloody jail break despite the knowled that his sentence to death for the crime has been commuted by t governor.

Daniel B. Ullman and Maurice Zimm wrote the screenplay whi Juran directed cleanly and simply with a minimum of extraneous actio The Columbia Color photography is good.

Running time, 85 minutes. General classification. Release, in Januar

Vincent Can

Meet in Dallas Today On ACE Organization

Special to THE DAILY

DALLAS, Jan. 6. – Some 200 exhibitors in this area have been called to a meeting here today to mobilize grass roots organization for the American Congress of Exhibitors by Robert J. O'Donnell, alternate on the national ACE executive committee. The meeting is open to all exhibitors, regardless of affiliation. It will be held at the Variety Club headquarters.

Cleveland House Leased

CLEVELAND, Jan. 6. – Great Films, Inc., operator of art houses in Washington, Baltimore and Philadelphia, have leased the 700-seat Mayfield Theatre here from Jack Silverthorne, manager of the Hippodrome, and Jack Lewis, manager of Keith's 105th, who recently leased and modernized the Mayfield, the new policy of which will be the presentation of revivals of famous pictures produced here and abroad.

UA Films Nominated

United Artists' "The Defiant Ones" and "Kings Go Forth" have been nominated for the 1959 Brotherhood Media Awards presented by the National Conference of Christians and Jews.

Samuels Quit

(*Continued from page* 1)

which time Ludwig was in char of the B-V home office.

A veteran of 34 years in the indu try, Samuels joined the Walt Disn organization in 1938, and held a nu ber of executive and sales posts, i cluding foreign sales manager a world-wide sales upervisor. He play a key role in the organization of Bue Vista in 1952 and was elected pre dent and general sales manager th year.

Had Been with United Artists

Prior to joining the Disney organiz tion, he was affiliated for 13 years wi United Artists, where he was liais between stockholders and the boa of directors, assistant to the preside and assistant secretary of the compan

Rogers, Grofe with AA

Charles "Buddy" Rogers and Ferc Grofe, Jr., have signed a contract wi Allied Artists for distribution of tw productions, both of which will l filmed in the Philippines under tl R-G Productions banner. The pictur will be made in association wi Philippine producer, Amado Arnet Grofe leaves here Saturday for Mani to discuss final production plans wi him.

'ara. Meeting

(*Continued from page 1*)

ision executives will attend the ting, which Weltner described as e of the most important in the ory of Paramount."

Will Stress Release Slate

'lanning and discussions will cen- on the company's rapidly devel- ng 1959 release schedule. Addition- , new merchandising techniques, outlines of a publicity program, ns for advertising campaigns, and er features of the company's pro- tional operation for the new year l be presented by Jerry Pickman, e-president in charge of advertis- , publicity and exploitation; Martin vis, assistant director, and Joseph edman, national exploitation man- r.

Iugh Owen and Sidney Deneau, e-presidents of Paramount Film tributing Corporation, will head a tingent of home office sales opera- as executives at the meeting. Gor- 1 Lightstone, Paramount's Canadian eral manager, will attend the ses- as and upon his return to Toronto call a Paramount all-Canada con- ence for discussion of the New York eting's developments.

Division Heads to Attend

Division managers who will come New York are John G. Moore, tern, Philadelphia; W. Gordon dley, Southeastern, Atlanta; J. H. vens, Mid-Western, Chicago; Tom Bridge, Southwestern, Dallas, and Neal East, Western, Los Angeles. ron Sattler, New York branch man- r, will attend all sessions.

Iome office executives participat- will include Robert J. Rubin, vice- sident of Paramount Film Dis- uting Corporation; Edward G. mley, U. S. and Canadian sales ager for "The Ten Command- its"; Edmund C. DeBerry, execu- assistant to Owen; Jack Perley, stant to Deneau; Ben Shectman, tracts manager; Arthur Dunne, ding manager; Fred LeRoy, sales rations; Ted Krassner, executive to Chumley.

Follows Coast Confab

'he three-day meeting follows the amount conferences being held week in Hollywood by home of- and production executives. Par- pants in the sessions at the studio Barney Balaban, president; Paul bourn, vice-president; Weltner; kman and Russell Holman, East- production manager, all from New k, and Y. Frank Freeman, studio -president, and other production cutives. Balaban and Raibourn sit in on the New York meeting.

nt 35 Installation

'he annual general membership ting of New York Variety Club, t 35, will be held at Toots Shor's aurant, Jan. 16, at which time the officers and crew will be formally alled. Members who have paid r 1959 dues will dine without ge. The week of Jan. 12-18 is riety Week."

Television Today

Over 90% of U.S. Population Now Within Range of One TV Station

From THE DAILY Bureau

WASHINGTON, Jan. 6.—Over 90 per cent of the U.S. population is within range of at least one operating television station and 75 per cent is in the service areas of two or more stations, Federal Communications Commission Chairman John C. Doerfer declared. In a year-end statement, he added that about 85 per cent of all U.S. homes now have one or more TV receivers.

Doerfer said 470 VHF and nearly 200 UHF stations had been authorized, and 430 VHF and close to 80 UHF stations were actually on the air. In addition, he pointed out, the programs of some of these stations are picked up and retransmitted locally by approximately 200 translator stations.

In the educational TV field, 36 VHF and 23 UHF station grants have been made by the FCC, and 35 stations are actually operating—28 VHF and seven UHF.

Doerfer mentioned that the FCC has deferred any grants for toll TV tests until after the 1959 session of Congress.

One Man's TViews

By Pinky Herman

THE trend to filmed programs could very well be halted with the debut early in October of Hubbell Robinson's new program concept, "Biography," which will be CBSeen LIVE once a month and produced by Arthur Penn, scripter of numerous "Playhouse 90" programs. Stories will profile people who achieved success in the face of great odds, will feature all-star casts and will originate in New York or Hollywood with Equitable Life Assurance Society of the United States picking up the tabs. . . . The advent of video tape hasn't deterred efforts on the part of Eastern Effects, Inc. to improve its optical film effects service to the Motion Picture and Television Industries but actually spurred les freres Maurice, Sam and Max to spend in the neighborhood of $90,000 in further experimentation with the result that this enterprising firm is now the first in the East with a newly-developed facet called Aerial Image. This permits the development of superimposed film (live or animated) services to producers much faster due to the elimination of several process steps required heretofore with present equipment. . . . Anheuser-Busch and WRCA will honor John Bromfield at a press reception tomorrow afternoon at Toots Shor's. Bromfield is star of the telefilm series "U.S. Marshal," sponsored by Budweiser Beer.

☆ ☆ ☆

Dave Garroway and TV's most saleable program NBCommodity, "Today," embark on the eighth consecutive year next Wednesday. In 1952 the "experimental" program bowed in over a 27-station network with but a single sponsor. Today it is seen daily over 140 stations and has been sponsored by 365 different advertisers. . . . Our son, Jerry, while on a visit to Dallas, Texas last week, got an unexpected thrill when he saw a copy of this pillar on the desk of Barbara Elam, drum beater for WFAA. "It was a touch of home," writes our heir, especially when deejay Johnny Allen of the same station told Jerry he "often picks up an item or two on TV and screen topics for his daily program." So quoting the great Geo. M. Cohan, (with a slight variation) our publisher thanks him, our son thanks him, Johnny Andrews thanks him and so does yours truly. . . . Johnny Nash, who'll star in the forthcoming Hecht-Hill-Lancaster flicker, "Take A Giant Step," will wax the pix theme ditty for ABC-Paramount Platters. . . . Wm. Morris Agency has pacted the Ames Bros. and Don Cherry. . . . "The Donna Reed Show," with a continued rise in ratings (16.5-17.7-21.7 Nielsen last month) has been given an additional 26 week extension by ABCampbell Soup. Package is a Todon-Briskin Production in association with Screen Gems. . . .

Dave Garroway

Who's Where

Court McLeod has been named administrative manager, program department, ABC-TV Network, Western Division, it was announced by Sandy Cummings, vice-president and director of programming on the West Coast. McLeod's appointment is effective immediately. He will report directly to Cummings.

□

Independent Television Corporation has appointed **Abe Mandell** as manager of international sales—Western Hemisphere, **Walter Kingsley**, president of the company, announced. Mandell, whose appointment is effective immediately, will be based in New York but still travel extensively throughout Latin America, South America, Canada, and the Western Hemisphere island groups.

□

John A. Buning, formerly with International News Service, has joined the station relations department of the National Association of Broadcasters as field representative for the Northeast territory, **William Carlisle,** manager of station relations, announced in Washington.

□

Howard Rye has been named promotion director at WNBC, West Hartford, Conn., NBC-TV owned-and-operated outlet, succeeding **Frank Wooding,** who becomes public relations director of the Connecticut Tuberculosis Society.

Barbara Stanwyck Set For New Series on NBC

Barbara Stanwyck will present a series of filmed dramatic shows over the NBC Television Network starting in early fall, Robert F. Lewine, vice-president, television network programs, has announced. The half-hour weekly series will be titled "The Barbara Stanwyck Theatre" and will mark the star's entry into television for the first time on a regular basis, Lewine said.

In the series, Miss Stanwyck will appear as hostess on all programs and star in most of them. Filming for the new NBC-TV attraction, an anthology series, starts in April. The TV series will be produced by Louis F. Edelman TV Productions, Inc., William H. Wright and Barwyck Corporation, in association with NBC-TV.

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PEOPLE

G. A. Holdsworth, managing director of Rank Screen Service, London, will relinquish that post when his contract expires on Monday, and will be succeeded by B. H. Annett, who was named assistant managing director last July. Holdsworth will remain a director of the organization.

☐

Douglas Cornwell, for 20 years secretary and chief accountant for Paramount Film Service, Ltd., London, and for 12 years a member of the board, will retire on Saturday for reasons of health. He will be succeeded by **Donald Peverett**, who has been assistant secretary for the past 12 years.

☐

Lee Koken, in charge of vending and concession operations nationally for RKO Theatres, has expanded his duties to include in-plant feeding for List Industries, of which RKO is a subsidiary.

Communion Breakfast

(*Continued from page* 1)

ert I. Gannon, S.J., former president of Fordham University and noted public speaker, and Cyril Ritchard, famed stage, screen and television actor and entertainer.

Inception 9 Years Ago

The idea for an annual Communion Breakfast for Catholics in the motion picture industry started here nine years ago and since has spread to other cities, including Los Angeles, Detroit, New Orleans and Toronto. Tickets for the affair, as in past years, will be distributed in each company and organization by members of the sponsoring committee.

They are as follows: John W. Alicoate, Joseph F. Arnold, Sal Asaro, William E. Berry, Marguerite M. Bourdette, Francis X. Carroll, John Confort, Jr., Robert W. Coyne, Thomas Crehan, John Dervin, Joseph Dougherty, Albert A. Duryea, Kitty Flynn.

All Branches Represented

Also June Foster, James M. Franey, Joseph Geoghan, Agnes Mengel Grew, William J. Heineman, Walter F. J. Higgins, Alexander E. Horwath, John Hughes, Ralph Iannuzzi, James David Ivers, James J. Jordan, John Kane, Mrs. James F. Looram, Fred L. Lynch, Joseph McMahon, Paul C. Mooney, Frank Mooney, Peter J. Mooney, James A. Mulvey, John F. Murphy, L. Douglas Netter, Jr., Paul D. O'Brien, Robert H. O'Brien, John J. O'Connor, Thomas F. O'Connor, Daniel T. O'Shea.

Also, Martin Quigley, Martin Quigley, Jr., Edward G. Raftery, Charles M. Reagan, Thomas E. Rodgers, George J. Schaefer, Lyda Sergent, Spyros S. Skouras, Edward E. Sullivan, Nick Tronolone, Frank C. Walker, Richard F. Walsh, Floyd Weber, Pat Winkler and Marty Wolf.

Very Reverend Monsignor Thomas F. Little is spiritual director for the committee.

Strong Upcoming Product Creates Optimism Among Albany Exhibitors

Special to THE DAILY

ALBANY, N. Y., Jan. 6.—Hope of Albany area exhibitors for a more prosperous year in 1959 hinges chiefly on their belief the product schedules of distributors are "considerably stronger" than in 1958.

Drive-in owners have as their special prayer "better weather." That prevailing in the early part of last season delivered a body blow to the boxoffice. The drive-in operators pin their confidence, too, on "drawing" films, including some blockbusters and features appealing to the family.

Rentals Called a Factor

A third plus rests, in the opinion of at least one of those interviewed on the ability of the American Exhibitors Congress to obtain "more realistic rentals for small situations."

A fourth favorable factor is improved economic conditions. This, however, is not the case in several cities of the exchange district—notably Schenectady, where unemployment rolls have soared and threaten to rise still higher in the New Year.

See Competition Keener

Theatre operators generally recognize that the competition for the public's leisure time and amusement dollars will be, if anything, keener during the next 12 months.

Because last year was not profitable for numerous houses, because Filmrow shrunk in operational size, and because television "opposition" remained powerful, optimism is tempered.

Warn on Drive-ins

One long-time owner predicts that "small drive-ins located on secondary roads and unattractive in appearance face decline and eventual extinction."

Other experienced outdoor operators challenge this prophecy; insist this type is all right "for the audience to which it caters."

Gaffney Elected Head Of K. C. Association

Special to THE DAILY

KANSAS CITY, Mo., Jan. 6.—Harry Gaffney, representative of American International Pictures, has been elected president of the Motion Picture Association of Greater Kansas City.

Other new officers are: Frank Thomas of Allied Artists and Ralph Adams of Fox-Midwest Theatres, vice-presidents; Howard C. Thomas of Warner Brothers, secretary, and Richard Durwood of Durwood Theatres, treasurer.

New Tax Bill

(*Continued from page* 1)

an outgrowth of hearings his Ways and Means Subcommittee held in December. No early action is looked for.

One important provision would permit U.S. citizens to set up special foreign business corporations based in the U.S. They would be allowed to defer the U.S. income tax due on their foreign earnings until actually paid out to their stockholders; there would be no tax on reinvested earnings.

Another provision would make the corporate rate 14 percentage points lower on all foreign income. It's now lower only on income outside the U.S. in the Western Hemisphere.

Hearing on Toll-TV

(*Continued from page* 1)

exactly when. He said that would depend on the reaction to a toll-TV bill he'll introduce in the next few days.

Harris, who had originally said he might introduce the bill on opening day, said it now might be Friday or later before it was ready. He continued to refuse to give details of the bill, but it's assumed the bill would ban both broadcast and wire subscription television.

Lunch for Goldman

(*Continued from page* 1)

York and elsewhere. David E. Milgram, operator of a buying and booking circuit here, is chairman for the luncheon.

Several years ago the PAAI won a reduction of the city admission tax from the original 10 per cent to five, applicable to all entertainment and sports. Elimination of the remaining five per cent for film theatres only was won recently under Goldman's direction and became effective on Jan. 1.

Simonelli to Stay

(*Continued from page* 1)

ago. "While no commitments were made to me," Simonelli said, "I came away with full confidence in Universal's future. I believe its present program holds great promise and if I am correct the company will be well on its way to a new period of accomplishment and expansion. The rewards for those who are with the company in that period will be great. I believe the opportunities at Universal to be unmatched by those at any other company."

Special Prints

(*Continued from page* 1)

it was announced by James R. Velde, general sales manager.

Brightened for better-defined projection in open-air situations, the special prints will be shipped to UA exchange areas to service drive-in dates for the three pictures set for early spring. Ten such prints are currently in use in drive-in situations in the Los Angeles area.

Col. Promotio

(*Continued from page* 1)

said that the big, independently-ma blockbusters that will form the fou dation of Columbia's release schedu would receive promotional backi from the moment they are announc by their producer. He also told t field sales executives that they wou be called upon to play a larger pa in promotional work, with that pha of the operation having become v tually inseparable from overall d tribution.

'Must Work Together'

"Just as the home office sales a advertising-publicity departments a in constant contact throughout a p ture's life, so you and the field pr motional managers in your territor must work together more closely th ever before."

Ferguson also told the meeting the Statler Hotel that the field sa force would be kept informed by l department of all promotional dev opments on every production so th they will always have the full me chandising picture regarding eve film.

Democrats Pick 3 for Ways Means Committe

From THE DAILY Bureau

WASHINGTON, Jan. 6. — Hou Democrats have picked the three m to fill Democratic vacancies on t tax-writing Ways and Means Co mittee.

They are representatives Green Pennsylvania, Metcalf of Montai and Watts of Kentucky. Their sele tion must be confirmed by the Hou tomorrow, but this is merely a f mality.

Republicans to Name Four

Republicans have four vacanc on the committee to fill. Two a expected to go to representatives of California and Knox of Michig

'St. Louis' Dates Set

"The Great St. Louis Bank Ro bery," Guggenheim Associates's p duction, has been set for a saturati booking in the St. Louis area starti Jan. 29. More than 75 theatres bla keting the metropolitan area and se tions of Missouri and Illinois will sh the United Artists release.

'Glory' Wins Award

"Paths of Glory," Bryna Produ tions' film, has been awarded the c eted Grand Prix de la Critique by t Brussels Film Critics, presented to t "most outstanding film" shown Brussels during the past year, Unit Artists announced yesterday.

DCA Duo $138,000

DCA's "The Crawling Eye" a "The Cosmic Monsters" grossed big $138,000 in 57 theatres throu out the New York metropolitan a for the week ended yesterday, t company reported.

All
the News
That
Is News

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. 85, NO. 4 NEW YORK, U.S.A., THURSDAY, JANUARY 8, 1959 TEN CENTS

th Birthday

ukor Voices onfidence in ilms' Future

teran Para. Executive rts 56th Industry Year

By SAMUEL D. BERNS

OLLYWOOD, Jan. 7. – Adolph or, chairman of the board of Paramnt, and an industry pioneer, greeted his 86th birthday today in his office at the company's studio, still full of enthusiasm and confident as ever of the motion picture's certainty of a prominent place in the entertainment world of the future.

dolph Zukor

Zukor is here on his annual ter visit to the studio and was

(*Continued on page* 3)

ra. Acquires Total lemeter Ownership

From THE DAILY Bureau

OLLYWOOD, Jan 7.–Corporate rrangement of the International emeter Corp. and total acquisition the Telemeter pay-as-you-see TV em by Paramount Pictures were ounced here today by Barney Baln, Paramount president.

nternational Telemeter, which

(*Continued on page* 6)

Y. Area Meeting to ear ACE Plans Jan. 13

ll exhibitors in the New York hange area have been called to a ting Jan. 13, at the Astor Hotel a report on the development of American Congress of Exhibitors. lans and an agenda for the meet-

(*Continued on page* 6)

LEVISION TODAY—page 6

HIT PICTURES OF 1958

Quigley Publications herewith presents its annual list of the top grossing pictures of 1958, arranged alphabetically by title and based on dollar grosses for the United States and Canada for the year.

★

THE BIG COUNTRY	*United Artists*
THE BRIDGE ON THE RIVER KWAI	*Columbia*
CAT ON A HOT TIN ROOF	*MGM*
DON'T GO NEAR THE WATER	*MGM*
A FAREWELL TO ARMS	*20th-Fox*
HOUSEBOAT	*Paramount*
INDISCREET	*Warner Bros.*
THE LONG, HOT SUMMER	*20th-Fox*
NO TIME FOR SERGEANTS	*Warner Bros.*
OLD YELLER	*Buena Vista*
PEYTON PLACE	*20th-Fox*
RAINTREE COUNTY	*MGM*
SAYONARA	*Warner Bros.*
SOUTH PACIFIC	*Magna, 20th-Fox*
THE TEN COMMANDMENTS	*Paramount*
THE VIKINGS	*United Artists*
WITNESS FOR THE PROSECUTION	*United Artists*
THE YOUNG LIONS	*20th-Fox*

Harling Mapping Plans For Toll-TV Fight

Philip F. Harling, chairman of the Theatre Owners of America's Pay-TV Committee, is in Washington, D.C., today from New York to confer with attorneys on forthcoming Congressional hearings on toll-TV.

He is conferring with Marcus Cohen, Washington attorney retained by his committee, to prepare briefs and strategy for the anticipated hearings.

Harling said that plans will also be drafted to call upon individual grass-roots exhibitors to testify at the hearings on the necessity of banning all forms of pay-TV—both by cable as

(*Continued on page* 6)

Agree on Italian Pact; Signing Is Tomorrow

With negotiations completed on the new Italian film agreement, directors of the Motion Picture Export Assn. received and reportedly approved the document at a meeting yesterday. Signing is scheduled for tomorrow when Eric Johnston, MPEA president, will come here from Washington for the purpose.

Dr. Eitel Monaco, president of ANICA, and Ehidio Ariosto, Italian undersecretary for show business, who negotiated the pact with MPEA officials here, will attend a press conference with Johnston tomorrow fol-

(*Continued on page* 6)

Shows Rise

Disney Annual Net Profit Is $3,865,473

Total Gross Income for Year Up $12,799,020

Special to THE DAILY

BURBANK, Cal., Jan. 7.–Consolidated net profit of Walt Disney Productions and domestic subsidiaries for the fiscal year ended Sept. 27, 1958, was $3,865,473, equal to $2.51 per share on the 1,537,054 common shares outstanding, Roy O. Disney, president of the company, said today in his annual report to shareholders. This compares with the previous year's net income of $3,649,359, equal to $2.44 per share on the 1,494,04 shares ontstanding on Sept. 28, 1957 Provision for income taxes in 1958 fiscal year was $3,925,000 compared with $3,850,000 last year.

The company paid cash dividends of 40 cents per share plus 3 per cent in stock during the year. "It is the

(*Continued on page* 2)

Say Eisenhower Backs Film Deal with Soviet

From THE DAILY Bureau

WASHINGTON, Jan. 7. – Eric Johnston, president of the Motion Picture Export Association, and George V. Allen, director of the United States Information Agency, reported to President Eisenhower today on recent developments in the State Department

(*Continued on page* 2)

O'Donnell Lauds ACE; Praises Spyros Skouras

Special to THE DAILY

DALLAS, Jan. 7. – Robert J. O'Donnell, vice-president and general manager of the Interstate Circuit, in an eloquent treatise on the American Congress of Exhibitors met with an enthusiastic response from the 265 exhibitors representing over 900 theatres in Texas who gathered at a brunch session today at the Variety Club in the Hotel Adolphus.

In paying tribute of the birth of ACE, O'Donnell said, "Nothing so

(*Continued on page* 6)

PERSONAL MENTION

JOSEPH FRIEDMAN, Paramount national exploitation manager, will return to New York today from Boston and Worcester.

•

MRS. JUANITA ELWELL, head booker at Bailey Theatres, Atlanta, has returned there from Florida.

•

JAMES STEWART will leave here on Monday for London via B.O.A.C.

•

HAROLD GOLDMAN, NTA executive vice-president, has returned to New York following a vacation in Miami.

•

SIDNEY HARMON, producer, arrived in New York yesterday from Hollywood.

•

SAL DIGENNARO, Eastern division manager for NTA Pictures, will leave here on Monday for Buffalo, Rochester and Syracuse.

•

RAYMOND SCOTT and DOROTHY COLLINS, his wife, will leave here for London on Saturday via B.O.A.C.

Gold Joins ABC Vending As Merchandising Head

Melvin L. Gold has joined the ABC Vending Corp. here as director of merchandising. His appointment was effective the first of the year.

An industry veteran, Gold formed Mel Gold Productions, Inc. in 1954. Prior to that he was with National Screen Service, which he joined in 1943 as editor of Mr. Showman. In 1945 he was named director of advertising and publicity. Gold founded the National Television Film Council in 1948.

M. M. Konczakowski

BUFFALO, Jan. 7.—Matthew M. Konczakowski, 69, veteran Buffalo exhibitor is dead here. A requiem high mass was offered for him in St. Luke's Church, followed by prayers in the Frank J. Pacer Funeral Home in Sycamore Street. Burial was in St. Stanislaus Cemetery, Cheektowaga. Konczakowski died Friday, Jan. 2, in Millard Fillmore Hospital following a heart attack. He was the owner of the Circle, Marlowe and Senate theatres.

Chauncie Andrews Dies

CLINTON, Ia., Jan. 7.—Chauncie M. "Jeff" Andrews, projectionist at the Rialto Theatre here, is dead. He had been with the theatre for 34 years.

Eisenhower

(*Continued from page* 1)

Cultural Exchange Program and in particular on the details of the film negotiations with the Soviet Union.

Presidential press secretary James Hagerty, who sat in on the White House meeting this morning, said the President "approves very enthusiastically" and is "very much for" the recently-worked out film exchange program between the United States and Russia, adding that Mr. Eisenhower indicated he "wants to see some" of the Russian films, and that "he will see some."

The White House private theatre can call on the major distributors for any films.

The ostensible reason for the White House visit was that the President had repeatedly expressed interest in the film exchange program during previous conversations with Johnston, and the MPAA chief felt the time had come to bring the President up to date.

Presidential Approval Desired

The real reason, however, seemed a desire to get the personal Presidential blessing on a program that has been criticized around the country by some veterans groups and other organizations.

Following the meeting with the President, Johnston announced the complete list of seven Soviet pictures which have been selected for distribution in the United States by the major U. S. film distributors. Heretofore the following four pictures had been announced: "The Cranes Are Flying," "Swan Lake," "The Idiot" and "The Captain's Daughter." The last named title has been replaced by "Circus Stars," because a Paramount picture, "Tempest," based on the Pushkin novel, "The Captain's Daughter," has recently been released.

The three additional pictures announced today are: "Othello," "Quiet Flows the Don" and "Don Quixote."

Must Buy 10 U.S. Films

The film exchange agreement, negotiated by representatives of USIA and Johnston last year, spelled out that the Soviet Union will purchase 10 U. S. pictures, and the American motion picture industry will buy seven Soviet films.

The six films already selected by the Soviet Union are: "The Great Caruso," "Lili," "Roman Holiday," "Marty," "The Old Man and the Sea" and "Oklahoma!"

The balance of four pictures to make up the 10 selections of the Soviet Union are expected to be announced shortly.

An MPAA official said that after the Russians select the full slate of films, Johnston will have an MPAA board meeting to determine which film companies will handle the Russian films and how they'll do it. The hope is, he said, that distribution of each Russian film here will be taken on by a company itself selling a film to Russia.

Rackmil Tells U-I Plans At Far East Conference

Special to THE DAILY

TOKYO, Jan. 7.—Universal-International's future production plans and operating policy were outlined at a meeting of the company's Japanese managers here yesterday by Milton R. Rackmil, president. The conference was the third for Rackmil in a one-month period in which he has presented the company's plans to its overseas representatives. The first was in Paris, attended by all U-I continental managers, and the second in Rome.

Attending the conference here were Americo Aboaf, foreign general manager; Alvin Cassel, Far Eastern supervisor; Paul Fehlen, general manager in Japan; Makoto Horii, sales chief in Japan; and top local executives and branch managers from other cities. Aboaf announced to the delegates the start of a special four-month "Forward with Universal" sales drive.

Following the conference, Rackmil was interviewed by the Japanese press and expressed great confidence in the Far East for U-I's forthcoming program.

C. A. Moses Opens New P. R., Publicity Office

From THE DAILY Bureau

HOLLYWOOD, Jan. 7.—Charles A. ("Chuck") Moses has resigned his Screen Gems publicity post to open his own public relations and publicity office. Locating at Desilu Studios here as Charles A. Moses and Associates, the firm will emphasize international promotion with representation in New York, London and Rome. Accounts presently include motion picture and television producing organizations.

Formerly director of advertising, publicity and exploitation for Aubrey Schenck and Howard W. Koch with their Bel-Air Productions, Moses will represent the production team's new Olympia Productions, which will produce exclusively for United Artists. The publicist was European publicity supervisor for United Artists in 1953-56 and has been a publicity executive for U.A.'s domestic department, RKO Radio Pictures and Eagle Lion Films.

Sochin Joins Vinod

Irving Sochin, formerly general sales manager for Rank Film Distributors of America, has joined Vinod International Films, Inc., as national sales manager. Prior to joining Rank Sochin was with Universal in various sales posts.

Disney Profit

(*Continued from page* 1)

present intention of the board of directors to continue this dividend policy for the coming year if earnings and other relevant factors so warrant," Disney said.

Total gross income for the year amounted to $48,577,262 as compared with $35,778,242 in 1957, an increase of $12,799,020.

A full 12 months of the results of Disneyland Park were included for the first time in the company's 1958 figures as against only July, August and September in 1957. The park's gross for the year was $13,496,186, which accounted for $7,494,575 of the increase in total gross income.

Film rentals were up $3,593,211, television income increased to $1,139,159 and all other income from publications, licensing, comic strips and music rose $572,075.

Six Ready for Release

All theatrical feature picture releases of the company during the 1952 fiscal year have done very good business to date, are profitable and will contribute to the company's income during 1959, the report said. Six new theatrical features, all now practically completed are set for release during the 1959 fiscal year, including the company's newest all-animated feature picture, "Sleeping Beauty," which wil have its initial release in February in 70mm, wide screen with full stereophonic sound. Others on the release schedule are "Tonka," released at Christmas; "Shaggy Dog," "Darby O'Gill and the Little People," "Jungle Cat" and "Third Man on the Mountain."

500 'Sheriff' Dates

"The Sheriff of Fractured Jaw" ha been set by 20th Century-Fox for a number of important key city bookings with playdates to total more than 500 between now and Feb. 15 Major theatres scheduled for the comedy include Fulton, Pittsburgh; Lafayette, Buffalo; Stuart, Lincoln; Paramount, San Francisco; Center, Littl Rock; State, Minneapolis; Paramount St. Paul; Criterion, Oklahoma City Paramount, Boston; Saenger, New Orleans; Omaha, Omaha; and Paramount, Des Moines, among others.

Levine Enrolls in TOA

Robert Levine, president of Levin Enterprises of Norfolk, Va., operato of eight indoor theatres and two drive ins in Virginia, has enrolled his theatres in the Theatre Owners of Amer ica. TOA's New York headquarters announced that Levine had brought int TOA membership the Colony, Stat Memrose, Rosna, Rosele, Towne, Par and Riverview Theatres, and the Supe 77 and Auto-Port Drive-in theatre

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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

agner to Proclaim riety Club Week

New York Mayor Robert Wagner l officially proclaim the week of . 12 as Variety Club Week at ceremies in City Hall next Monday rning. The proclamation will be a ute to Variety Club International, l accepting it will be Dolores Hart, tured player in "Lonelyhearts," ose appearance was arranged ough United Artists.

Members of the crew of New York nt 35 will be present at the ceremies at 11:15 A.M.

lm-Classification Bill Be Filed in Albany

Special to THE DAILY

ALBANY, N. Y., Jan. 7. – Asnblyman Luigi Marano, Brooklyn publican, disclosed today that he l Sen. William T. Conklin, also of ooklyn, will introduce next week bill requiring the State Education partment's motion picture division classify films as suitable for genl patronage or for adults only in ing a license.

Marano and Conklin are returning the two-classification plan they ginally proposed in 1957.

Three Classifications Last Year

Last year's measure provided for ee categories: general patronage, lts and adolescents, and adults y.

Marano explained that the change two classifications was "deemed irable for bill form."

The Catholic War Veterans are ong the groups supporting the rano-Conklin proposal. Marano l "the American Legion also ms to be interested."

403,000 to 'Sinbad' t Roxy for 3 Weeks

'The 7th Voyage of Sinbad" comted its first three weeks at the xy Theatre here with a gross total more than $403,000, it was reted by Columbia Pictures. The film nt into its fourth week yesterday. e film has made the most outstand- record ever at the showcase for a ristmas season and its performance date is topped by only one other in the 31-year history of the xy, Columbia said.

ubschman in List Fold

Gera Corp., a subsidiary of List lustries which owns RKO Theatres, acquired E. Hubschman & Sons, iladelphia leather concern. Gera viously had acquired control of minum Industries, Cincinnati.

yman Carnes, 92, Dead

SIOUX CITY, Ia., Jan. 7. – Lyman Carnes, 92, former owner of the Star and Palace theatres here, d recently in Bakersfield, Cal., folving a short illness.

Zukor Confident of Future

(*Continued from page 1*)

interviewed by MOTION PICTURE DAILY during a break in his conferences with other home office executives who also are here for production planning meetings. Zukor's 86th birthday also marks his 56th year in film business.

"Good pictures," he said, "are more appreciated than ever before, regardless of the increase in admission prices. All we need is a good director, a good cast and a good story and the public will respond. Anyone who knows how to make pictures has as good a chance as ever to succeed.

"We just have to be more careful in what we make. The public is selective. Therefore, the company that makes films must be selective. A producer can no longer make pictures just because *he* likes the story. The project must be weighed from the public's angle, because the public is never wrong.

Must Play to All Levels

"The picture business must play to all levels. Rich and poor. Young and old. This condition has prevailed at all times, and producers are becoming more conscious of the need to respect the public's viewpoint . . . and that's the Paramount viewpoint," Zukor emphasized.

Paramount's top executives are currently holding their annual meeting at the studio to make plans for the 1959-60 production year. The plans will be predicated on the presentation of findings from sales, production and public reaction to current product, Zukor said.

"We are continually going through changes. The patterns we plan for a year from now may be subject to last minute changes if the trend dictates," he continued.

"New ideas are coming up everyday, and this is a healthy condition. Theatres that never played foreign films before are now playing them to big grosses everywhere. If they like them in Chicago then they'll like them in Sheboygan," he pointed out.

Regarding pay-TV, Zukor stated that it will become a reality as the burden of driving on congested highways, parking in downtown areas, and costly problem of baby sitters becomes more acute. "If we can't get them into the theatre, then we will have to find ways and means of bringing entertainment into the home," he remarked.

Stresses 'Entertainment'

Commenting on TV competition, Zukor said the small home screens are a far cry from what can be had in a theatre, and picture business will continue on that basis. He also favored motion pictures as a greater medium of entertainment over a novel or play. And we must give them "entertainment" if we want them to pay for it, he stated further.

Zukor said that "Hollywood films spread among the civilized and semi-civilized people of the world has been the greatest boon to this country. We must maintain the influence around the world which took us 50 years to develop. Foreign countries recognize that influence, and their governments are now supporting producers with subsidies.

"As long as we continue to make pictures that hold its own, we don't need subsidies; and American films are the best good-will agents we can have," he concluded.

No Albany Decision On 'Obscenity' Bills

Special to THE DAILY

ALBANY, N. Y., Jan. 7. – Assemblyman Joseph R. Younglove, chairman of the Joint Legislative Committee on Offensive and Obscene Material, which recently held hearings in New York on motion pictures and film advertising, said today the group had not decided whether to sponsor any bills at the new legislative session. Until a meeting is held at a date yet unspecified no determination will be made, he said.

Younglove observed that measures sponsored by the joint legislative committee last year were not submitted until February. It might be that no legislation would be considered necessary, he stated.

One change in the committee membership will be necessary, Sen. Stanley Bauer of Buffalo having failed of reelection.

Sponsored Bill Last Session

Bauer introduced one of two acts overwhelmingly approved by the 1958 legislature, but vetoed by the then governor, Averell Harriman. This amended the penal law, making it a misdemeanor for a person to seek or sell a book, magazine, motion picture, etc., or to induce patronage for a place of amusement, by advertising that said publication of picture "has been challenged by a court, or board of review or by any other agency or organization."

The second joint committee bill which Harriman vetoed sought, among other things, to authorize the education department to revoke the license for a motion picture if its advertising matter "distorts or misrepresents the character or content."

The suspense
is REALLY
killing!
HERE LIES
THE BODY OF
FRISBY QUILL
HE WENT TO SEE
"HOUSE ON
HAUNTED
HILL".

Bigger than "MACABRE" – from ALLIED ARTISTS!

THE PISTOL-PACKERS KNOW WHAT

MAYBE they are "just kids" but they know what they want when it comes to pictures. And millions of them talk it over weekly, select the best bets and take in a show. In fact, they and their parents constitute living, breathing proof of the time-tested observation . . . *the better the picture, the better the box office!*

So it really does pay to cater to the six-gun set—pick the best in story and talent—use the latest, most advanced technics.

That's why close co-operation with the Eastman Technical Service for Motion Picture Film,

It's what's on the screen...and what people say

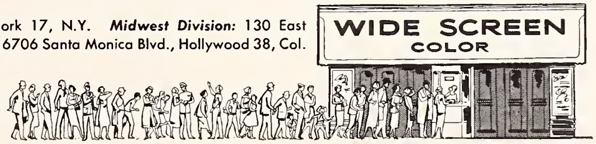
THEY WANT . . . *Just listen to them!*

with its long background of experience in every phase of film selection, production, processing and exhibition, can be so helpful . . . why it pays to take full advantage of the many special services offered! Offices located at strategic points. Inquiries invited.

Motion Picture Film Department, **EASTMAN KODAK COMPANY,** Rochester 4, N.Y.

East Coast Division: 342 Madison Ave., New York 17, N.Y. ***Midwest Division:*** 130 East Randolph Dr., Chicago 1, Ill. ***West Coast Division:*** 6706 Santa Monica Blvd., Hollywood 38, Cal.

about it . . . that counts



Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Don Dornbrook, Milwaukee Journal, Milwaukee: TV is full of talented people—performers, writers, producers and technicians, but all are hobbled by accountants with slide rules, working for the audience rating services. If a bomb were to wipe out all the rating services tomorrow, television would enter a fresh, new era the next day and achieve the greatness that has so far escaped it. There will be nothing new in television until the rating services become as obsolete as the isolation booth. Only then will we see intelligent programming for articulate minority groups.

•

Dan Jenkins, TV Guide, Hollywood: Too many followers, not enough leaders; entirely too much sponsor influence on creative program content; too much blatant, repetitive hard sell in commercials.

•

Norman Shavin, Atlanta Journal, Atlanta: TV generally is still underestimating the public's intelligence, theorizing that the mass mind is that of a 12-year-old. It is imitative, largely; and while it maintains that change is the lifeblood of the medium, "change" to TV means changing the setting of the western. It seems to hold to the opinion that vast casts, major producion costs and other expensive forms of programming make immediately for prime fare. Substitute imagination and the will to be different and the result will improve. Violence remains too rampant; conformity too deeply ingrained."

•

Phil Smith, Birmingham Post-Herald, Birmingham, Ala.: Cut excess commercials in old movie re-runs. Better scheduling; i.e. too many westerns, musicals, mysteries same days. More Southeastern conference football needed. At least one more good classical music show. Would like a program series, re-enacting old Broadway shows.

•

Robert De Piante, Oneonta Star, Oneonta, N.Y.: The spectacular on television has grown to greater heights in entertainment than ever before, but, for the most part, the run of the mill shows seem to be riding on past glories, and not enough new innovations in programming are being tried. Television, no longer a novelty, must tighten up its belt and give with better shows, more often, if they are to compete with movies, who are attracting more viewers this year than in the past decade.

•

Richard Suter, The Parkersburg Sentinel, Parkersburg, W. Va.: Unimaginative programming is still TV's worst fault. If you do not like westerns there is nothing to watch Saturday night after Perry Como signs off. Even if you do not mind a western occasionally, isn't that really too much? The more provocative programs still are bunched together at an inconvenient time late Sunday afternoons. E for Effort, however, to Hallmark and DuPont.

WB to Produce New 'Torrid Zone' Series

"Torrid Zone," a half-hour adventure series, has been added to the Warner Bros. television schedule for next year, it is announced by television executive producer William T. Orr. Orr has signed Howard Pine to produce the series. The initial episode, "The Double Death of Benny Markham," is scheduled to begin filming Feb. 2.

Is Second of Series

"Torrid Zone" is the second series on the Warner Bros. production schedule of new shows. The other is "The Frontier World of Doc Holiday," a half-hour western drama starring newcomer Adam West, with Lee Martinson directing the first episode for producer Roy Huggins.

The finest carbons ever made...
NATIONAL
TRADE-MARK
PROJECTOR CARBONS

O'Donnell in Tribute

(*Continued from page* 1)

brilliant has yet flashed from the shining talent of Spyros Skouras that can compare with ACE. It is Skouras who recommended at the recent Allied and TOA convention that exhibitors unite, and subsequently called a meeting of leading theatre men with 26 selected to guide the destiny of ACE. Thus ACE emerged as a convergent of all exhibitors affiliated and unaffiliated, with one single objective: the good of all. Membership in ACE requires only one thing, the desire to become a member."

O'Donnell urged his audience to remember that ACE was not formed with any intention of supplanting any existing organization such as TOA, Allied or Compo, established for the good of the industry, and that any overlapping instances will be adjusted by allocating the various items to the group best equipped to handle it.

Chairman with Gordon

O'Donnell, who is area chairman along with Julius Gordon, who was unable to attend the meeting, went into details over the six committees that ACE is now studying. They are: ways and means to increase production; post-1948 films; toll-TV; producer-exhibitor-distributor relations; industry-government relations and industry research.

He told the assembly that ACE is a working reality in Texas, with the Texas Compo office in Dallas as its staff.

In conclusion O'Donnell said; "This, gentlemen, is ACE, the showman's satellite, not waiting on the launching platform but already in orbit. You can keep it there. Desire to be a part of it, with enthusiasm, genuine interest and support for a prescription for a wonder drug that can work miracles for your industry and for you as well."

Agree on Italian Pact

(*Continued from page* 1)

lowing the signing of the pact. Later, the Italian party will be guests at an MPEA luncheon at the Hotel Waldorf Astoria, to be attended by company executives.

While terms of the new agreement were not officially disclosed pending possible minor revisions prior to its signing, industry sources regard the provisions as especially significant in that they recognize the industry's right to substantially the same number of import permits that were made available prior to the withdrawal of RKO Radio and Republic Pictures from MPEA.

This factor is expected to become a precedent in negotiations with other nations in the near future.

Cohen Services Today

HOLLYWOOD, Jan. 7. – Funeral services for Octavus Roy Cohen, 67, screen writer of 30 motion pictures and almost 60 books, who gained prominence through his short stories in "The Saturday Evening Post," will be held tomorrow at Forest Lawn with graveside services at 2 P.M.

ACE Meeting

(*Continued from page* 1)

ing were set yesterday at a meeti
held by the New York exchange ar
chairman of ACE and the heads
the four exhibitor organizations
the area, in the offices of the Theat
Owners of America at the call
Walter Reade, Jr., an area chairma
Invitations have been sent to me
bers of the Independent Theat
Owners Association, Metropolitan M
tion Picture Theatres Associatio
New Jersey Allied, and New Jers
T.O.A. It was also stressed at t
meeting that all unaffiliated exhib
tors should be contacted and urg
to attend.

Suggestions Invited

Reports will be given on the AC
program, and suggestions solicit
from the exhibitors on projects th
wish ACE to consider, as a mea
of obtaining full exhibitor particip
tion and support in ACE.
A meeting of National committe
men of ACE planned for mid-Janua
has been postponed until later b
cause of the unavailability of som
chairmen.

Paramount Acquires

(*Continued from page* 1)

previously had been a 90 per ce
Paramount-owned subsidiary, has no
been merged into Paramount and w
operate as a division of Paramou
Pictures under the name of Intern
tional Telemeter Co.
Two former subsidiaries of the I
ternational Telemeter Corp., Tel
meter Magnetics, Inc., and Pal
Springs Community Television Cor
as a result of the merger become dire
subsidiaries of Paramount Picture
Operations will continue as conduct
prior to the merger under the directi
of Louis A. Novins.
Balaban described the move as o
which would "permit greater flexibili
in the fullest development of Tel
meter to meet changing conditions
the entertainment industry and
sports." He added: "The technical d
velopment of Telemeter has reach
the point where it is now ready for t
market place. The emphasis from no
on will be in developing the kind
program that sponsored television ca
not provide."

Harling Maps Plans

(*Continued from page* 1)

well as over the air—as being in t
public interest. Grass-roots efforts w
be vital, Harling said, to carry t
campaign to individual Congressm
to get their support of forthcomi
legislation banning pay-TV.

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All Thr
Are Yours At F
WHEN
YOU NEED
Extra C
SPECIAL
TRAILERS
1327
So. Wabash
Chicago 5.
630
Ninth Av
New Yor

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 5 NEW YORK, U.S.A., FRIDAY, JANUARY, 9, 1959 TEN CENTS

ockholders Told

-W Profits or Quarter ncrease 46%

bian Is Optimistic r Rest of Year Also

Special to THE DAILY

VILMINGTON, Del., Jan. 8.–A per cent increase in net profits of nley Warner Corp. for the first arter of the rent fiscal ır over the ne period last ır, and an couraging ture for the nainder of s year was orted to ckholders by H. Fabian, sident, at ir annual eting here lay.

S. H. Fabian

Net profit for the 13 weeks ended

(*Continued on page 2*)

rst Soviet Exchange lm Shown to Press

First press screening of a Soviet accepted for distribution and exbition here under the Washington-scow cultural exchange agreement s given yesterday by B. Bernard eisler, head of International Film

(*Continued on page 6*)

In This Issue

NT Stockholders Approve NTA Acquisition–Page 6
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Name Top Grossing Films in Britain–Page 2
Barry Resigns M-G-M–TV Post –Page 5
Carry B-B Program to Homes: Friedman–Page 5
Albany Bill Hits Subliminal Advertising–Page 5
SDG Honors Capra –Page 5

Green's Profit on Loew's Shares Still Rising

Louis Green, the dissident Loew's director who is withholding his resignation from the company's board after selling a substantial block of the stock he represented, stands to show a neat profit on his transactions in the company's stock.

Stryker & Brown, Green's brokerage firm, acquired 150,000 shares of Loew's at last year's bottom price of about 12¼; sold 50,000 shares to Nathan Cummings and associates at $22 last week, continuing to hold 100,000 shares with the market price still over $20 per share. Indicated profit is over $1,000,000.

A 'Clearcut Turnabout'

Loew's Shows Profit For Year, New Quarter

$2,625,000 Net for First 3 Months; Vogel Says Every Branch Has Profit

Loew's, Inc. has achieved a "clear-cut turnabout" in its financial operations with a profit recorded for both the fiscal year ended last Aug. 31 and the first quarter of the new year ended Nov. 20, as compared with net losses for the same periods in the previous year. This was announced yesterday by Joseph R. Vogel, president, in releasing financial reports for both periods immediately following a meeting of the organization's board of directors.

Joseph R. Vogel

The most significant factor in the reversal, Vogel said, was in film production and distribution. This phase of the company's operations – by itself –achieved a pre-tax profit of $2,187,000 during the 12 weeks ended Nov. 20 as compared to a pre-tax loss of $4,378,000 in this operation in the same period of the previous year.

This was due, the Loew's head declared, "principally to the greater box office appeal of our more recent productions coupled with a sounder

(*Continued on page 4*)

Tomlinson Resigns, Replaced by Cummings

Move to Cut Loew Board to 15, End Cumulative Voting

A slate of 15 directors instead of the present 19 will be presented to stockholders of Loew's, Inc. at their annual meeting Feb. 26 and a special meeting of stockholders has been called for Feb. 24 to vote on a management motion to abolish cumulative voting.

Both these actions were approved at a dramatic day long meeting of the board at the Loew's home office yesterday at which Joseph Tomlinson's resignation was received and accepted, Louis A. Green refused to resign or to say unequivocally whether or not he would proceed with his proxy fight, and Nathan Cummings, Chicago industrialist who recently purchased 235,000 shares of stock in the company, was elected to the board of directors.

Backed by a whopping first quarter

(*Continued on page 5*)

House Gets 2 Toll-TV Bills

From THE DAILY Bureau

WASHINGTON, Jan. 8.–At least two bills to ban toll television were among the 2,000 bills introduced in the House yesterday when Congress opened.

There probably were more. House

(*Continued on page 5*)

Kerasotes Urges Exhibitors Invest In Film Company Stocks Right Away

Special to THE DAILY

SAN FRANCISCO, Jan. 8.–A recommendation that every exhibitor in the country purchase stock in the motion picture companies of at least $1,000 for every theatre he owns was made here today by George G. Kerasotes, president of Theatre Owners of America. Kerasotes spoke at a luncheon meeting of the Northern California Theatre Association.

Such a purchase of stock, the TOA head said, would give exhibition the "voice" it must have in the directorates of the film companies. "Most of the directors of film companies are lawyers, bankers and individuals who have no experience or knowledge of our business. An aggressive theatre owner would be a greater asset to the film companies. With 18,000 theatres and

(*Continued on page 6*)

Guinness Top Money Maker in Britain

By PETER BURNUP

LONDON, Jan. 8.–Alec Guinness, who was knighted last week by Queen Elizabeth II, has been named the World's Greatest Money-Making Star by English exhibitors. Some 96 per cent of the total showmen in the country participated in the annual poll conducted by *Motion Picture Herald* for Fame Magazine.

Following Sir Alec, the winners of the British poll were Dirk Bogarde, Kenneth More, Ian Carmichael, Virginia McKenna, John Mills, Norman Wisdom, John Gregson, Jack Hawkins and Stanley Baker.

In the International Poll, covering

(*Continued on page 5*)

PERSONAL MENTION

HARRY RUBIN, chief of the theatre projection and sound department for American Broadcasting-Paramount Theatres, is recuperating following an operation at Park East Hospital here.

•

JAMES HUDGENS, office manager for Columbia Pictures in Atlanta, has returned there from Oklahoma City.

•

WILLIAM HOLDEN has left Hollywood for two weeks of big-game hunting in Africa.

•

DICK POWELL will arrive in New York tomorrow from Hollywood.

•

WILLIAM GREENE, owner of the Glenn Theatre, Atlanta, has returned there with his family from Mexico City.

•

VAN HEFLIN will arrive in New York from the Coast on Monday.

•

WALTER PINSON and MELVIN COOK, of American International Pictures, Charlotte, have returned there from Atlanta.

•

GENE GOODMAN, of the United Artists office in Atlanta, has returned there with his family from Texas.

British Film Unions To Join in Federation

From THE DAILY Bureau

LONDON, Jan. 6 (By Air Mail).—A Federation of Film Unions is to be established by the Association of Cinematograph Television and Allied Technicians, British Actors Equity Association, Electrical Trades Union, Film Artistes Association, Musicians' Union, and National Association of Theatrical and Kine Employees. Between them these unions represent every single worker employed in British film production.

Former Group Dissolved

For the past 25 years there has been co-operation of one sort or another between the Unions in the industry—sometimes through the Film Industry Employees Council. This Council wound up on last Dec. 31 in order to help pave the way for the formation of the new body.

It is intended that the new organization will be a loose federation with only a minimum constitution which will correlate the activities of all the unions on the many problems which beset the industry.

S-W Profits Increase 46%

(*Continued from page 1*)

Nov. 29, 1958, after all charges was $1,179,700, compared with net of $804,500 in the corresponding quarter last year.

Theatre admissions, merchandise sales and other income during the first quarter of the current fiscal year amounted to $30,719,700, as against $28,150,800 a year earlier. The company's report did not separate theatre admissions from other income.

Since Sept. 1, 1958, unusual property dispositions have resulted in losses of $813,600. Of these losses $425,000, representing the equivalent of federal income taxes which would have been payable except for such losses, have been charged to net income for the November quarter. The balance of $388,600, equal to 19 cents per share on the common stock, has been charged to earned surplus.

Four New Openings Shortly

Fabian said that the new Cinerama theatres in Madrid and Barcelona, Spain and Melbourne, Australia were enthusiastically received, and that within the next few months Cinerama theatres will open in Auckland, New Zealand, Rotterdam, Holland, West Berlin and Dusseldorf, Germany. Fabian said Stanley Warner was continuing to streamline its operations by eliminating theatres which have lost their profit potential and is improving the earning possibilities of other selected theatres by installing 70mm. and Todd-AO equipment in them. He said the company would continue to seek diversification opportunities and told the meeting that barring the unforeseen S-W should do better this year than in 1958. The company paid off $2,300,000 of indebtedness last year and since the last report has eliminated payments on indebtedness for the fiscal year.

Directors Reelected

The stockholders re-elected Fabian, Samuel Rosen and Nathaniel Lapkin as directors. They also approved a service agreement with Fabian, Inc., Fabian and Rosen by a large majority. Details of the agreement for the services of the two were published earlier.

Fabian also noted that S-W is plagued by certain policies of producers and that the best pictures are saved for holiday seasons, also by producers not putting out enough films during the year.

Columbia Executives To Leave for N. O.

Rube Jackter, vice-president and general sales manager of Columbia Pictures, will leave here over the weekend with other home office executives for New Orleans and the second of the series of four regional sales meetings. Also leaving from New York are home office sales executives Milton Goodman and Jerome Safron; Joseph Freiberg, manager of sales accounting and contract department; and H. C. Kaufman, exchange operations manager. Leaving at the same time will be Jonas Rosenfield, Jr., executive in charge of advertising and publicity.

Fairmont Can Repossess Theatre to Sell It

An order permitting Fairmont Theatre Corp., subsidiary of Loew's, Inc., to repossess a divested theatre for purposes of selling it was signed yesterday in Federal Court by Judge Edmund Palmieri. The theatre involved is the Elsmere, located in the Bronx, N. Y.

Fairmont has six months in which to dispose of the property, which it must not operate itself nor sell to any of the defendants in the Paramount Case. Under the order Fairmont is permitted to sell to the Y. M. or Y.W.H.A. of New York, if it so desires.

'Bridge,' 'Dunkirk' and 'Vikings' Top in Britain

By PETER BURNUP

LONDON, Jan. 8.—The three top money making pictures of the year at box offices in Great Britain were "The Bridge on the River Kwai," "Dunkirk" and "The Vikings."

The next eleven top grossing features, in alphabetical order, are: "Blue Murder at St. Trinian's," "Camp on Blood Island," "Carry On, Sergeant," "Carve Her Name with Pride," "A Cry from the Streets," "Happy Is the Bride," "Ice Cold in Alex," "Indiscreet," "A Night to Remember," "Pal Joey" and "Peyton Place."

Two Films Excluded

"The Ten Commandments" and "South Pacific" played to immense grosses during the year but since they have been shown in only a few specialized theatres their records were not considered in the overall compilation.

Compo Ad Boosts Stars

Under the caption, "Names Are News, But Get the New Names," the 98th in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, publicizes the names of 24 new Hollywood personalities, three from each of eight companies. Editors are advised that these are "news already, they'll be even bigger news tomorrow."

Stralem Heads Enlarged Col Finance Grou

Donald Stralem

Additions to the finance committ
of Columbia Pictures and the a
pointment of Donald S. Stralem
chairman of the group were announced here yesterday by A. Schneider, Columbia president. The additions to the committee were to bring it to full strength due to the vacancies caused by the deaths of Harry Cohn and Nate Spingold.

The full committee, which was a
pointed at the board of directo
meeting following the recent stoc
holders meeting, consists of Schne
der, Stralem, A. Montague, L
Jaffe, Leo M. Blancke and Alfr
Hart. Louis J. Barbano, financial vic
president of Columbia, will serve t
committee in an advisory capacity.

Director of Several Companies

Stralem, who is a member of t
firm of Hallgarten & Co., is a dire
tor and member of the executi
committee of Crown Central Petr
leum Co., and director of Atlant
Gulf Co., Petroleum Corporation
America and Stahl-Meyer Co., Inc.

Blancke is a member of the fi
of Hemphill, Noyes & Co., and Ha
is president of the City National Ba
of Beverly Hills, Calif. Montague
executive vice-president of Columb
and Jaffe is its first vice-president a
treasurer.

Student Screenings Set

A program of screenings of Do
Schary's "Lonelyhearts" aimed spe
fically at journalism students a
faculty members throughout the cou
try has been planned by United A
ists. The first such showing will
held today at the Columbia Universit

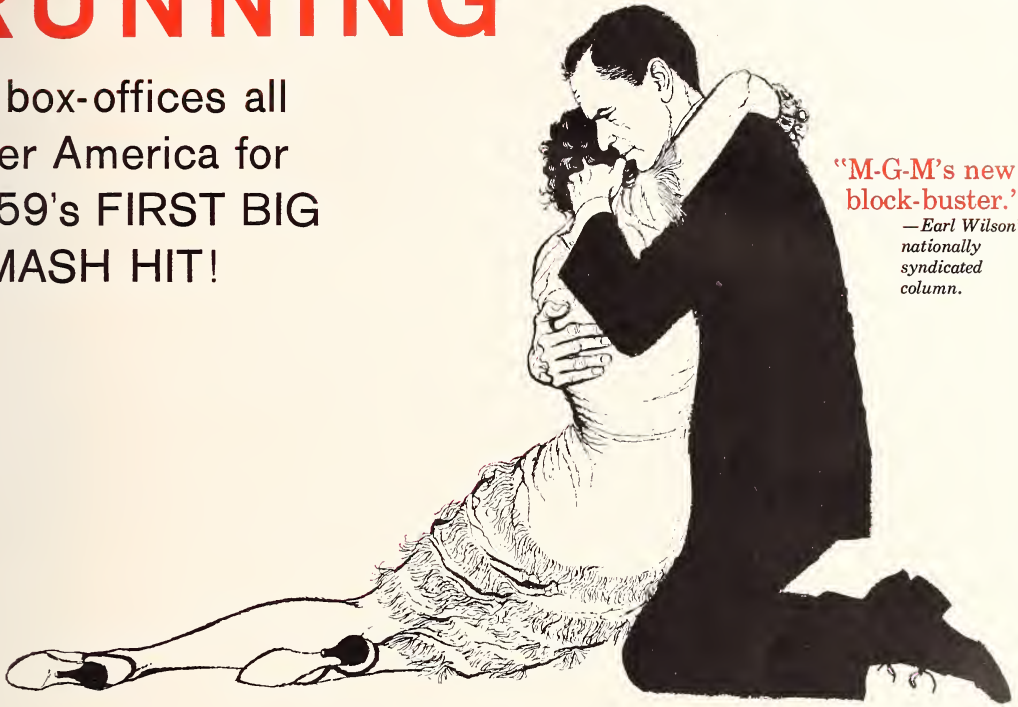
NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

RUNNING
RUNNING
RUNNING

to box-offices all over America for 1959's FIRST BIG SMASH HIT!

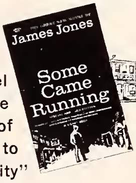


"M-G-M's new block-buster."
—Earl Wilson's nationally syndicated column.

M-G-M PRESENTS
A SOL C. SIEGEL PRODUCTION

FRANK SINATRA \ DEAN MARTIN \ SHIRLEY MacLAINE

From the bold new novel by the author of "From Here to Eternity"



..."SOME CAME RUNNING"

with

MARTHA HYER • ARTHUR KENNEDY
NANCY GATES • LEORA DANA • Screen Play by JOHN PATRICK and ARTHUR SHEEKMAN
Based On the Novel by JAMES JONES • In CinemaScope and METROCOLOR • Directed by VINCENTE MINNELLI

NEXT AT RADIO CITY MUSIC HALL

YOU CAN BANK ON M·G·M

Studios Played Host To 917 During 1958

From THE DAILY Bureau

HOLLYWOOD, Jan. 8. – A total of 917 visitors from 72 foreign nations were guests of the Hollywood studios during 1958, the international committee of the Association of Motion Picture Producers has reported.

The majority of the visitors were on nation-wide tours sponsored by the U.S. State Department under a program which gives foreign leaders personal contact with American cultural and economic life.

Regional ACE Meeting Is Held in Detroit

Special to THE DAILY

DETROIT, Jan. 8.–Michigan Allied will not dissolve nor will it merge with the American Congress of Exhibitors, Milton H. London, Michigan Allied president and ACE area chairman, told some 50 exhibitors who gathered here to hear a report on ACE. The two organizations will not duplicate each other's work, but ACE will use the existing facilities of other organizations, London pointed out.

Irving Goldberg explained the potentials of ACE "if properly used." His brother Adolph, co-owner of Community Theatres, an area chairman, stressed the importance of sufficient power being given to the organization against its meeting either with distribution or government.

Loew's Shows Profit for Year, New Quarte

(*Continued from page 1*)

cost structure which has been established in all phases of the picture making and selling process."

The company had a net profit of $774,000 after taxes for the fiscal year 1958 and a net profit of $2,625,000 after taxes for the new fiscal year's first 12-week period.

Had Loss in 1957

The 1958 profit contrasts with a net loss of $455,000 after taxes in fiscal 1957. The new year's first quarter profit compares with a net loss of $1,291,000 which the company had in the similar 12-week period of the past fiscal year.

"At the present time," Vogel declared, "every branch of our operations throughout the world is profitable.

"Sometime this Spring we expect to complete the division of the assets of the company as approved by the Federal Court and distribute the theatre company stock to our stockholders. I am confident the two companies resulting from the separation will have sound and satisfactory results for the full fiscal 1959 period."

Costs Cut Sharply

Vogel noted that film production and distribution operation, of itself, did experience a substantial loss during fiscal 1958 despite sharp cost-cutting. In fiscal 1958 this part of operations showed a loss of $8,701,000, as compared with $7,784,000 in fiscal 1957, or an increased loss of $917,000.

However, Vogel said, this loss was overcome in 1958 by the earnings from other operations, particularly from television and the income of domestic and Canadian theatres. In addition "decisions were made and actions taken which provided a groundwork for the strong showing in the opening quarter of the new fiscal year."

Reports Shareholders' Equity

Shareholders' equity in Loew's Inc. and its subsidiaries, consolidated as of Nov. 20, 1958, the end of the first period in the new fiscal year, amounted to $140,758,000, Vogel reported.

In view of the impending division, Loew's reported the financial position and earnings in the new period in relation to the assets as they are to be grouped.

Assets $140,758,000

Of the total of $140,758,000 in net assets, $82,730,000 – representing world-wide motion picture production-distribution, foreign theatres, television, records and music publishing–will, upon separation, remain with Loew's Inc. The second company, Loew's Theatres, Inc., will have $58,028,000, representing domestic and Canadian theatres and the WMGM radio station.

During the 1958 fiscal year current and long-term debt was reduced $9,909,000 to $39,415,000, but working capital was increased by $4,928,000 to $78,720,000.

$8,000,000 Saved

On reconstruction and rehabilitation measures Vogel reported that net reduction in costs in all divisions was $8,000,000 annually at the end of the fiscal year, a further increase from the $6,000,000 cut achieved in January, 1958. "We shall continue to seek such savings wherever they do not interfere with proper and efficient operations," the company president said. "Our efforts apply to every division and department of the compa domestic and foreign.

"New executives are now guid motion picture production and sal records selling and manufacturi financial control, research and stat tics, advertising and publicity a television production. Those in k positions today throughout the co pany are an alert and enthusias team dedicated to the fulfillment Loew's profit potential as a leader this industry."

Tells of Other Operations

Other operations of the compa were reported on by Vogel as follov

Loew's Theatres a slight increa in net profit during the fiscal ye and profits for the 12 weeks end Nov. 20, 1958 were substantially i proved over the corresponding peri a year earlier. Earnings for fiscal 19 were $4,957,000 as compared w $4,502,000 in 1957. For the fi quarter of the new fiscal year profi including radio station WMGM, we $1,173,000 as compared with $61 000 for the same period in the pr vious year.

Loew's International Corp. achiev new economies in the operation the overseas organization during 19 In several territories distributi facilities were combined with tho of other companies. Similar arrang ments are pending in other are This subsidiary contributes about per cent of the consolidated gr income of Loew's, Inc. and over per cent of the gross income fr motion picture activities.

TV Revenue Rises

M-G-M Television revenues i creased considerably in 1958, att butable partly to the greater numb of licenses of feature pictures taki effect and partly to the writing new business. Plans for the comi year place a greater emphasis on t production of new programs for T

M-G-M Records showed a mark improvement in results and by t end of the fiscal year reached an a time high in sales volume, followi a program of reorganization and e pansion, including the addition four new labels in the line. In t past eleven months, the compa earned five gold records, each sy bolic of sales of over a million cop each of five recordings.

Radio Station Profitable

Profits of the radio station, WMG and the music companies continued a satisfactory level during the ye

Loew's Brochure Lists 41 Upcoming Pictures

"Ben-Hur" is one of 41 M-G-M motion pictures described in a special brochure accompanying the annual Loew's report. This program of pictures, developed under the supervision of the new vice-president in charge of production, Sol C. Siegel, with Ben Thau, studio administrator, includes a preponderance of Broadway plays and best-selling novels, and is described by president Joseph Vogel as "the strongest line-up of MGM attractions in years."

Fourteen of the productions listed are completed or in final editing stages, while two are currently in production. The company has scheduled starting dates for 22 other productions by mid-summer.

'Pacific' Sets Record

SALT LAKE CITY, Jan. 8.–An time record gross in excess of $250,0 for the first 22 weeks of the engag ment of "South Pacific" in Todd-A in Salt Lake City, was announced day by John C. Denman, city manag of the Fox-Intermountain Theat here. The gross is the highest for a road show engagement in the hist of Salt Lake City," according Denman.

THE NINTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 25. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

w's Establishes New erations Research'

oew's Inc. has established an "op- ions research" group for the "ap- ation of scientific principles to the tion of business problems," Joseph ogel, president, tells stockholders he company's annual report. The pany will apply these new re- ch techniques to decision making ll areas of its business, including ure release planning, production duling, market analysis and ad- ising.

he operations research group is led by T. T. Kwo, formerly with eral Electric Co., who joined w's in July, 1958. This group is developing an integrated data essing system which will provide rmation for the use of manage- t in operating the business to imum profit potential.

uinness Top

(*Continued from page* 1)

who have appeared in pictures e overseas as well as in Britain, arde and More followed Sir Alec e same order. The other members he Top Ten are Kirk Douglas, k Sinatra, William Holden, Glenn l, Ian Carmichael, Virginia Mc- a and Elvis Presley.

r Alec a man of many excellences no stranger to FAME. He has fig- among the elect for a number of s and indeed headed the poll as ago as 1951. But 1958 was a orable year for him following his nph in "Bridge on the River i."

garde and More have long figured ng the Elect. The former—Lord 's brightest star—appears therein the sixth consecutive year, and eth More for the fifth. Both g men promise to attain interna- l stature in the near future.

young comedian, Ian Carmichael, s his first appearance in the In- tional Roster, but he has been on threshold of FAME for quite a e.

e dearth of feminine pulchritude g the favoured few has often commented on in this place, and rsists. Virginia McKenna figures e one woman in the list. She lent re distinction to two pictures in year, "Carve Her Name with " and "Passionate Summer."

rry Resigns TV sition with Loew's

arles C. (Bud) Barry, vice-pres- t in charge of television for w's, Inc., has resigned, the com- announced yesterday. Barry leave his position on January 16. mention was made of a successor. esident Joseph R. Vogel ex- sed appreciation of the progress e by MGM-TV under the guid- of Barry, who organized and ched the company's TV activi-

Move to Cut Loew's Board

(*Continued from page* 1)

financial report (see the adjoining page) Joseph R. Vogel, president of the company, said after the meeting, "The board agreed that if the company is to continue to advance steps must be taken to stop the bickering which has gone on now for two years and allow the executives and the board to devote themselves to the business of making money for the stockholders.

"The purpose of seeking to abolish cumulative voting," he said, "is not to entrench management, but to insure peace and harmony for the future and to allow the executives of the company to work toward these ends."

Vogel stressed the fact that the adverse publicity arising from the Green, Tomlinson, Newman faction on the board has made management's job more difficult and that "not one single constructive plan has come from these sources."

Cites 'Large Stock Interests'

He said also that "large stock interests" are now on the board and will be on the new 15-man board. Presumably he was referring to the fact that John I. Snyder, Jr., recently elected as the representative of Lehman Bros. and Lazard Freres holdings, is among the nominees for the new board.

The day-long session began with Green asking whether or not Tomlinson's resignation had been received. Informed that a telegraphed resignation had been received from his home in Fort Lauderdale, Fla., ten minutes before the meeting came to order, he said that it was not then necessary for him to resign to make a seat for Cummings.

Cummings, who recently purchased his shares jointly with his brother Maxwell and Paul Nathanson from Tomlinson, Green, Lehman Bros. and Lazard Freres, was then elected to the board. On the motion to reduce the board to 15 members, Green refrained from voting and then refused to say whether or not he would continue the proxy fight for which he has filed with the SEC. He said that he could not speak for Jerome Newman, third dissident member, who is on vacation in Puerto Rico. Green hitherto has been outspokenly critical of what he termed Loew's "large unwieldy board."

Following a break for luncheon, the board decided to nominate the slate of 15 directors and to move for the abolishment of cumulative voting. Green's was the only dissenting vote on the cumulative voting issue.

The 15 man slate includes: George L. Killion, chairman of the board, Ellsworth C. Alvord, General Omar N. Bradley, Bennett Cerf, Nathan Cummings, Ira Guilden, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John I. Snyder, Jr., John L. Sullivan and Joseph R. Vogel.

Two Withdraw

Francis W. Hatch and Charles Braunstein, presently members of the board, voluntarily withdrew their names in favor of a smaller and less unwieldy board. Both Vogel and the board officially thanked them for their service and for withdrawing.

The board also reconstituted its executive committee to consist of Ira Guilden; Robert H. O'Brien, vice-president and treasurer of the company; Philip A. Roth, William A. Parker, John I. Snyder, Jr., and Vogel. George Killion, chairman of the board, is a member ex-officio. The committee, which will meet between meetings of the board will discharge the duties of the former executive committee and of the finance committee, now discontinued.

Both the special meeting Feb. 24 to vote on the cumulative voting, and the regular annual meeting, Feb. 26, will be held at 10 A.M. in Loew's 72nd Street theatre.

Carry B-B Program Into Homes, Friedman Tells Randforce Officials

Focussing of a persistent business-building effort on families in their homes was urged upon operators of neighborhood theatres yesterday by Joseph Friedman, Paramount Pictures national exploitation manager, as guest speaker at Randforce Amusement Corp.'s executive promotional conference at the Famous Restaurant in Brooklyn.

"Operation Household," as Friedman termed his proposal, is a necessary exhibitor institutional activity, he said, that should accompany the distributor promotion that excites public interest in and desire to see a picture.

The circuit's theatre management and executive staffs, representing its 28 New York metropolitan area houses, heard the exploitation executive cite important advantages to be gained from penetrating the family circle through program mailings, gift calendars, ballpoint pens and other useful souvenirs with the theatre's name.

Friedman outlined for the meeting Paramount's pre-selling and exploitation campaigns.

The Paramount promotion executive also urged the theatre managers to institute on "Operation Meeting-place" and an "Operation Baby-sitter." He advised extensive postings of theatre attraction notices in supermarkets, bowling alleys, clubs, dance halls, etc., and said exhibitors whose business has been hit by a lack of baby-sitters should initiate the establishment of baby-sitter pools through schools, churches, boys and girls clubs and other appropriate organizations.

House Gets 2

(*Continued from page* 1)

bill clerks today had processed only about 300 of the huge pile of bills. The rest will be processed in coming days.

The two anti-toll-TV bills turned up so far were sponsored by Representatives Celler (D., N. Y.) and Lane (D., Mass.), both of whom had similar bills in the last Congress. House Commerce Committee chairman Harris (D., Ark.), whose committee handles the legislation, hopes to introduce his bill on the subject tomorrow, and to follow it up with early hearings, possibly late this month.

Senators customarily don't introduce bills until after the President has delivered his state-of-the-union message, due tomorrow.

SDG's Griffith Award To Frank Capra Feb. 7

From THE DAILY Bureau

HOLLYWOOD, Jan. 8. – The Screen Directors' Guild D. W. Griffith Award will be presented to veteran director Frank Capra at the Guild's annual awards dinner-dance on Feb. 7. Capra will be honored for creative achievement in the industry which he has served for 38 years.

SDG's president George Sidney announced the selection of Capra to receive the Griffith award was made by the Guild's board of directors at a meeting early this week.

The Griffith Award—named for the pioneer motion picture director – is presented only in rare instances as determined by the board. Established in 1953, the D. W. Griffith Award first went to Cecil B. DeMille. Subsequent award winners were John Ford, Henry King and King Vidor.

Albany Bill Would Ban Subliminal Advertising

Special to THE DAILY

ALBANY, N. Y., Jan. 8.—Sen. Thomas A. Duffy, Long Island Democrat, today introduced a bill banning subliminal advertising, where used commercially. Violations, under a new penal law sections, would be misdemeanors.

Assemblyman Joseph R. Corso, Brooklyn Democrat, proposed prohibiting the televising, broadcasting or taking motion pictures of proceedings in which testimony of witnesses by subpoena or other compulsory process may be taken before legislative commissions, committes or administrative agencies unless prior consent of the chairman or agency head were given.

Violations would be misdemeanors.

Sochin Out of Vinod

Irving Sochin, erroneously identified as national sales manager of Vinod International Films, Inc., in MOTION PICTURE DAILY yesterday, was with that company as consultant on one picture, "Dollars in the Sky." The assignment has been completed, and he is now no longer with Vinod.

Kerasotes

(Continued from page 1)

with $18,000,000 in film company stock in the hands of exhibition, we will have representation."

Urging that exhibition make the move to buy stock "at once," Kerasotes pointed out that no governmental approval is required nor any negotiations with the film companies. This is not the case, he said, with such other plans as the investment trust plan, the exhibitor film financing plan, and pre-emptive rights to former affiliates, all of which "require time and government approval."

Exhibition 93%, He Says

"Exhibition, with its two and one-half billions of dollars invested in theatres, represents 93 per cent of the total industry's assets," Kerasotes said. "This 93 per cent is dependent entirely on the continuance and solvency of production and distribution, which represents the remaining 7 per cent (or $180,000,000) of the invested capital in our industry.

"It is now very obvious that our film suppliers have not acted for the best interests of the motion picture theatre exhibitors. By their actions it is apparent that most feel that exhibition is expendable.

"First, they sold the pre-'48 and some post-'48 films to television, costing exhibition in excess of $200-milions in gross receipts in 1958.

"Secondly, they have reduced the number of releases. Only 200 features were produced in 1958—the lowest total in our history.

'We Need More Product'

"Third, they have budgeted millions of dollars and their talent and facilities for television films. For this, if profitable, I do not blame them. But we need more product, too.

"Fourth, some of them are promoting toll-TV, so they can by-pass exhibition entirely.

"Fifth, through competitive bidding for talent, they have increased production are inherently interdependent. We in higher film rental, but has also caused higher admission prices, to the point that we may soon price ourselves out of business."

Kerasotes said that TOA intends to fight for preservation of the industry through this and other measures and will cooperate in them with the American Congress of Exhibitors. He reminded his listeners that S. H. Fabian had recommended in his report to ACE that they purchase stock in film companies.

Cites Value of ACE

Speaking further on ACE and how TOA will function in relation to it, Kerasotes said that ACE will not supplant TOA or any other existing exhibitor organization. "Its purpose is to unify and consolidate the mandates of exhibition, both organized and not organized," he added.

Irving M. Levin was elected president of the association.

Levin, who succeeds Abe Blumenfeld as NCTA president, is regional director of San Francisco Theatres, Inc., managing director of the San Francisco International Film Festival and next week will step down as chief barker of Variety Club, Tent No. 32, a post he has held for the past two years.

Other NCTA officers elected today are Roy Cooper and Homer Tegtmeir as vice-presidents. William Elder was reelected treasurer and Hulda McGinn executive secretary.

National Theatres 'Holders Approve Plan to Acquire Control of NTA

From THE DAILY Bureau

LOS ANGELES, Jan. 8.—Shareholders of National Theatres, Inc. at a special meeting held today at the company's headquarters, voted overwhelmingly in favor of a proposal that National Theatres make an offer to acquire a controlling interest in National Telefilm Associates.

John B. Bertero, president of National Theatres, stated, "We view the vote as a firm endorsement of the management's proposal. Approximately 1,940,000 shares were voted in favor of the proposal and less than 17,000 shares were voted against."

National Telefilm Associates is engaged presently in the distribution of motion pictures and film programs to television stations. It also owns and operates television station WNTA-TV and a radio station in Newark, New Jersey and television station KMSP-TV in the Minneapolis-St. Paul area.

Exchange Offer Included

The vote of the shareholders authorizes National Theatres to make an offer to the stockholders of National Telefilm Associates to acquire their common stock on the basis of exchanging $11 principal amount of National Theatres 5½ per cent sinking fund subordinated debentures due March 1, 1974 plus a warrant for the purchase of ¼ share of National Theatres common stock for each share of National Telefilm stock exchanged. Included in the proposal is National Theatres' offer to exchange warrants expiring in 1962 for outstanding warrants of National Telefilm also expiring in that year.

Bertero pointed out that "since National Telefilm owns and operates two television stations and a radio station, the approval of the Federal Communications Commission must be obtained prior to the acquisition of control of National Telefilm Associates by National Theatres.

Two other proposals which were similarly approved by comparable landslide votes dealt with (1) amendment of company's stock option plan, increasing from 230,000 to 550,000 the total number of shares of the common stock of the company available for grant options under the plan, and providing that the option price granted thereafter be at least 85 per cent of fair market value on day of grant; and (2) amending of the company's certificate of incorporation to increase the authorized number of shares of common stock from 3,000,000 shares of par value of $1.00 to 3,750,000 of such shares.

Officials Attend

Among those who attended the meeting were NTA's chairman of the board Ely Landau; Elmer Rhoden, NT's chairman of board, and NT directors Charles Glett, Bernard Cantor, Graham Sterling, Richard Millar, Willard Keitt and Alan May.

At a meeting held today the board of directors of National Theatres, Inc., declared a quarterly dividend of 12½ cents per share on the outstanding common stock of the corporation. Dividend is payable Feb. 5, 1959, to stockholders of record on Jan. 22, 1959.

TOA Membership Up; Many Small Theatres

Special to THE DAILY

SAN FRANCISCO, Jan. 8.—Membership in Theatre Owners of America is on the increase, especially among exhibitors with small theatres, George Kerasotes, TOA president, told a luncheon meeting of the Northern California Theatres Association here today.

Increases have made TOA "the largest theatre trade association in the country with more small theatres than any other association," he declared. Dues collections this year are 25 per cent ahead of last year for the first six months, he added.

Kerasotes attributed the enrollment growth to the work of the membership committee which has been concentrating on small theatre owners.

See Bills to Broaden Minimum Pay Coverage

From THE DAILY Bureau

WASHINGTON, Jan 8.—Senator Kennedy (D., Mass.) said he thought the current Congress would enact legislation to broaden Federal minimum wage law coverage and increase the minimum wage.

Kennedy in the last Congress served as chairman of a subcommittee handling this problem, and will probably do this again. The labor committee approved a bill that would have extended coverage to large theatres and circuits.

The Administration is considered almost certain to propose a minimum wage law extension, and union groups, particularly powerful in the new Congress, are pushing hard for this.

Plans New Theatre

PORTLAND, Ore., Jan. 8.—Will J. Conner, president of John Hamrick Theatres, announced today that the circuit's only theatre here, the Liberty, will be closed as of Jan. 18. Plans for a new theatre in the city will be announced later, he said. Katharine Marshall, manager of the Liberty, will remain with the organization.

Soviet Fil

(Continued from page 1)

Associates for about 40 press re sentatives, industry executives others.

The Sovexportfilm production, " Magic Violin," is a three-reel cart in Eastmancolor with English logue. While no distribution or exh tion deals have been set for it Kreisler said it will be available booking by any U.S. theatre on after March 9.

Four Must Still Be Chosen

Kreisler's International Film Ass ates acquired the 29-minute sub as part of an agreement by which American films, "Tomorrow Is ever" and "The Brave Ones," were cluded in the list of features f which the Soviety was invited choose 10 for exhibition in Rus while the U.S. takes seven Soviet tures for exhibition here. More t two months after the originally nounced deadline for the Soviet se tion, four features still remain to chosen by Moscow. The U.S. since selected its seven Soviet featu but has held no press or public scr ings of any of them pending com tion of the Soviet selections.

Nikolai Bourov, Soviet first secre for United Nations culture, atten the luncheon given by Kreisler, the screening in the Warner Bros. York office projection room which lowed. Tamara Mamedova, cultura tache of the Soviet Embassy in W ington, who was to have been pres was unable to attend.

"The Magic Violin" is a diver fairy tale of a Cinderella-like lass pursued by a gold-hungry esq police captain and private sl (capitalists?) is befriended by an ist whose paintings assume life, a musician to whose magic violin of nature is responsive.

Humor Lacking

The animation is less imagin in most respects than American a ences are accustomed to in our b cartoons, the action slower and smooth. Moreover, many chara are reminiscent, if not imitative familiar American cartoon charac The story is told straight, being humorless and wanting in origina The score, sound and Eastman print are good, but the timbre of dubbed voices and their synchro tion with lip movements of chara leave something to be desired.

It is suitable for children's prog and unobjectionable for any pro requiring a subject of its un length.

Speakman Named FI Secretary, Adm. Offic

LONDON, Jan. 8.—W. J. Speak theatre executive, who has been a in the Cinematograph Exhibitor sociation for many years, having several officer posts, has been nam full-time secretary and administ officer of the Film Industry De Organisations.

All
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That
s News

MOTION PICTURE DAILY

Concise
and
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Point

85, NO. 6 NEW YORK, U.S.A., MONDAY, JANUARY 12, 1959 TEN CENTS

ITORIAL

riety Week

By Sherwin Kane

IS week, 10,000 showmen in 42
merican cities, in Toronto, Mex-
o City, London and Dublin, will
ate themselves to the task of
inting the public in their im-
ite areas with the humanitarian
of Variety Clubs International.
this week is Variety Week, the
in the 31-year history of the
ization to be so designated. Be-
ng today and continuing through
18 the aims and good works of
6 tents comprising VCI are be-
ublicized in order that public
st in Variety may be aroused
hrough it, qualified new mem-
may be recruited to insure that
will be no interruption of the
oning of "The Heart of Show
ess."
ce its inception in 1927, Variety
have raised more than $75,-
00. Last year the tents pledged
9,000. Most of the Heart Proj-
or charitable activities, of the
are in the fields of health and
re of underprivileged children,
ps because Variety began when
oup of Pittsburgh showmen
ed a baby abandoned in John
arris's Sheridan Square Theatre
on Christmas Eve.

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e Variety tents have done their
without direct appeal to the
for contributions. They have,
d, given the public entertain-
for money which was directed
he treasuries of the tents. They
ored theatrical and sporting
s, raffles, bingo, Calcutta golf
aments and the like.
the recent and current economic
in the amusement world, the
ership of many tents and their
iveness in maintaining their
Projects have been reduced. To
up the slack and ensure the per-
tion of the good work, new mem-
are needed. Efforts are being
to recruit them in the allied
ls of radio, television, journalism,
and the like.
at is why, after 31 years, Va-
s traditional modesty is being
side long enough for its story to
ld, and told effectively, to the
c during Variety Week.
rkers everywhere should be able
unt on the cooperation of all in
industry to help achieve the
's objectives—telling Variety's
and recruiting new members.

UA Launches Survey to Explore Improved Use of TV in Promotion

United Artists will launch a field survey this week to explore more effective ways of using television as a promotional aid, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation. The test, part of UA's continuing program to develop new preselling approaches, will employ the active cooperation of exhibitors in 300 communities across the country, large and small.

Roger Lewis

Theatremen are being asked to evaluate the promotional impact of UA tele-

(*Continued on page* 2)

'Anne Frank' to Bow At Palace March 17

George Stevens' "The Diary of Anne Frank" will have its world premiere at the RKO Palace Theatre Tuesday evening, March 17, it was announced at the weekend by 20th Century-Fox. The following day the picture is scheduled to start an extended run, reserved-seat engagement in the theatre.

The filmed adaptation, in the making since its success on Broadway in 1955, introduces Millie Perkins, the Fairlawn, N. J., girl personally chosen by Stevens to portray Anne Frank following a world-wide search. Miss Perkins has never before appeared on the screen.

'Value Line' Sees Film Shares Stronger in '59

Long term appreciation of motion picture and theatre circuit securities, largely as a result of continuing diversification, is predicted by the current Value Line Investment Survey amusement industry report.

"Most motion picture companies have taken time out to re-study and re-shape their company policies to a contracted but still sizable market. Moreover, almost all the companies

(*Continued on page* 4)

Christopher Awards To 48 in Films, TV

Forty-eight producers, directors and writers were named winners of the 1958 Christopher motion picture and television awards here yesterday. The award winners were cited for their creative work judged as representative of the best in their fields and as suitable for the entire family, according to Father James Keller, founder of the Christophers.

"They have used their God-given talent in a constructive way and have focused attention on the great poten-

(*Continued on page* 4)

Use of MPAA Seal on Approved Press Book Ads Is Authorized by Advertising-Publicity Directors

Use of the Motion Picture Association of America seal on approved advertising in member company press books was authorized by the advertising-publicity directors committee of MPAA at its meeting late last week.

The measure, under consideration for some time, was one of those proposed by committee members to cope with mounting criticism of film and theatre advertising last fall. It was felt that much of the public objection was aroused by advertising of imported and independent films and that very little major company advertising was at fault. Use of the MPA seal in approved press books thus will certify that the copy has been passed by the industry's Advertising Code Administration. Non-approved copy will not be able to display the MPA seal.

The committee also discussed a successor to Sid Blumenstock as promotion director for the Academy Awards telecast. Indications are a deal may be completed and announced today. Blumenstock resigned the post to become advertising-publicity head of Embassy Pictures.

3-Year Pact

See Precedent In New Italian Import Pact

202 Permits for Eight; $7 Millions Remittances

(Picture on Page 3)

The principle that the American industry is entitled to substantially the same number of import permits overall as has obtained heretofore, regardless of the defection of individual companies such as RKO Radio and Republic, appears to have been recognized in the new three-year agreement with Italy, which was signed here on Friday by Eric Johnston, president of the Motion Picture Export Ass'n.

Under the agreement which goes into effect next Sept. 1, seven operating companies, including United Artists, will receive 185 permits annually and, in addition, Allied Artists will have 17 annually.

This total of 202 permits for eight

(*Continued on page* 3)

JPJ Prods., Glassman Settle Legal Dispute

John Paul Jones Productions, Inc. announced at the weekend that it has settled its legal dispute with Barnett Glassman. The settlement provides that, in exchange for an undisclosed sum, Glassman will forego his claims to participate in the corporate management and to the corporation's stock. The settlement also provides

(*Continued on page* 6)

Columbia Sales Meet In New Orleans Today

Special to THE DAILY

NEW ORLEANS, Jan. 11. — Division and branch managers of Columbia Pictures' Southern divisions meet here tomorrow at the Roosevelt Hotel with vice-president and general sales manager Rube Jackter and other home office executives. The two-day ses-

(*Continued on page* 4)

TELEVISION TODAY—page 5

PERSONAL MENTION

Barney Balaban, Paramount Pictures president; Paul Raibourn, vice-president; George Weltner, vice-president in charge of world sales; Jerome Pickman, vice-president in charge of advertising, publicity and exploitation, and Russell Holman, Eastern production manager, returned here from the Coast at the weekend.

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J. Myer Schine, chairman of the board of Schine Enterprises, will arrive in New York on Wednesday from Miami. Seymour Morris, director of advertising-publicity for the Schine circuit, will arrive here today from Gloversville.

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Joseph Marsch, head of the London office of NBC, returned there on Friday from New York via B.O.A.C.

•

Morris Goodman, sales manager of Columbia Pictures International, will return to his duties here today following a vacation.

•

Peter Boita, film editor for Walt Disney Prods., who arrived in New York last week from Hollywood, left here on Friday via B.O.A.C. for London.

•

John C. Flinn, Allied Artists director of advertising-publicity, and William Castle, producer-director of "House on Haunted Hill," left Hollywood at the weekend for San Francisco.

•

Peter Bathurst, British actor, returned to London from New York on Saturday via B.O.A.C.

•

Philip Barry, Jr., producer, returned to the Coast from New York over the weekend after a series of meetings with M-G-M executives on plans for the release of "The Mating Game," his first production for the company.

'Running' Gross Is $1,000,000 to Date

"Some Came Running" has already grossed over $1,000,000 at the boxoffice based on figures compiled from the first group of key city engagements, M-G-M said at the weekend. The Sol C. Siegel Production is running ahead of last year's holiday attraction, "Don't Go Near the Water" which was one of the top grossers of the year. In many engagements, "Some Came Running" is outgrossing "Cat On A Hot Tin Roof."

Flick Hopes for 'Cooperative Spirit' In Making of Pictures During 1959

Special to THE DAILY

ALBANY, N. Y., Jan. 11.–The most desirable goal for motion pictures during 1959? This would be "the development of a cooperative spirit of understanding which would produce motion pictures not in conflict with commonly accepted standards of decency in respect to morality and crime," according to Dr. Hugh M. Flick, former director of the Motion Picture Division in the State Education Department.

Cites 'Common Goals'

Dr. Flick, now executive assistant to Dr. James E. Allen, Jr., State Commissioner of Education and liaison between the Department and its film licensing bureau, added that "Such a cooperative venture should be based on an enlightened self-interest of all those interested in the common good. It is most important that such a cooperative spirit be nurtured for the achievement of common goals, to meet the pressing, critical demands in America and the rest of the world."

In these times of crisis "in almost every area of national and international relations," commented Dr. Flick, "anything we can do, in a positive way, to foster understanding and to cultivate strengthening of character, so that we may achieve identifiable goals, should be pursued with vigor and tenacity."

Stresses Value of Films

"Certainly," the ex-chief censor concluded, "there is no area of communications which can help more than motion pictures in fostering understanding and cultivating character. In order to attain these goals, every effort should be made to bring about a cooperative spirit and action among those interested in the production, exhibition and regulation of motion pictures. This is my hope, at least, for the New Year."

New MGM 16mm Deal For WB Pre-'48 Films

As part of expanded 16mm operations, Metro-Goldwyn-Mayer Pictures of Canada, Ltd. has just completed arrangements for the exclusive Canadian distribution of Warner Brothers' pre-1948 product in both French and English. Announcement was made here last week by Jack Gordon, director of 16mm for Loew's, Inc.

'U' Reactivating 'Wine'

HOLLYWOOD, Jan. 11. – "The Wine of Youth," Robert Wilder novel which Universal-International purchased some 18 months ago, has been ordered reactivated by Edward Muhl, vice-president in charge of production. Robert Arthur will produce, with George Zuekerman writing the screenplay.

March, Kazan Will Accept Kramer Award

Stanley Kramer will be represented by Fredric March and Elia Kazan who will accept Kramer's awards for best production and best director bestowed on his United Artists release, "The Defiant Ones," by the New York Film Critics. Kramer is currently in Australia filming "On The Beach" for UA.

David Niven, winner of the best actor award for his role in Hecht-Hill-Lancaster's "Separate Tables," also a UA release, will attend the presentation ceremonies at Sardi's Restaurant on Jan. 24, when they will be nationally broadcast.

A decision is expected soon from Susan Hayward as to whether she will be able to appear for her Best Actress plaque, which she won for Figaro, Inc.'s "I Want To Live!", now in release through UA.

The award for best screenwriting which went to "The Defiant Ones" will be accepted by a representative of the Screen Writers Guild.

J. G. Firlik Dies; Founded Film Service

Special to THE DAILY

ALBANY, N. Y., Jan. 11.–A Requiem Mass was celebrated in St. James Church yesterday for Joseph G. Firlik, 72, founder and for many years head of Firlik Film Service of Albany. He died Jan. 6 at St. Joseph's Hospital, Tampa, Fla., where he had gone for a vacation last November. A daughter, Mrs. Rita Casper, associated with the film and freight-carrying company, flew down when her father was stricken.

Two sons, John F., who directs the operations from Albany, and Joseph G., Jr., who handles the terminal at Elizabethtown in the Adirondaek Mountains, are among the survivors.

Irving Mack's Brother

CHICAGO, Jan. 11.–Samuel C. Mack, 62, brother of Irving Mack, president of Filmaek Trailer Company, Chicago, died in the Weiss Memorial Hospital here. He is also survived by his widow, Lillian; a daughter, Mrs. Lorraine Mann; two grandchildren, two brothers and three sisters. Services were held Tuesday in the chapel at 1300 Devon Avenue here.

UA Launche

(*Continued from page 1*)

vision featurettes when they broadcast in their localities. Each hibitor taking part in the survey receiving a letter explaining the p pose of the field program, the ti of local telecast and a request assess the preselling and entert ment value of the featurette. Res of the survey will be used as a gu in planning future promotional fil for TV.

The program will be kicked with TV promotional films on the lowing releases: Figaro Inc.'s "I W To Live," starring Susan Haywa (she won the New York Film Criti Award as best actress of the yea and "Shake Hands With the Dev starring James Cagney, Don Murr Dana Wynters and Glynis Johns, a produced in Ireland by George Gl and Walter Seltzer.

Supplement Publication Ads

United Artists is currently expe menting with TV featurettes whi are regarded as promotional adju of great potential, when used w the newspaper, magazine and lo level exploitation merchandising.

Introduce Bill for Business Tax Cuts

From THE DAILY Bureau

WASHINGTON, Jan. 11. – Sen Small Business Committee chairm Sparkman (D., Ala.) has introdu legislation to give a tax deduction limited amounts of earnings plow back into a business.

His bill would allow businessm to deduct from taxable income eit $30,000 or 20 per cent, whichever less, of earnings reinvested in the bu ness. Similar legislation has been int duced in the House.

Meanwhile, it was learned t Sparkman is considering giving chairmanship of the committee a turning it over to Senator Long (La.). Sparkman is debating taking chairmanship of the Senate-Ho Economic Committee, and under Se ate rules would then have to give the Small Business Committee job.

Educational-TV Bill Filed

Senate Commerce Committee cha man Magnuson (D., Wash.) said had reintroduced legislation to g each state up to $1,000,000 for edu tional TV stations. This bill passed Senate last year but died in the Hou

House Commerce Committee cha man Harris (D., Ark.) said his a toll-TV bill wasn't ready for introdu tion Friday but almost certai would be ready today. Senator Th mond (D., S. C.), author in the l Congress of a Senate bill to ban to TV, said he expected to introdu the same measure again shortly.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

PEOPLE

l **Ritter,** president of Coopera- Theatres of Michigan, has re- d, to join the buying and book- ffice of **Lou Mitchell.** CTM will a new president tomorrow. e **La Marre,** managing director of Clawson Playhouse, Detroit, has ned from Cooperative Theatres ichigan to join the specialty pic- division of Allied Pictures Corp.

□

D. Russell-Robert, who for the two years has been executive ant to **Kenneth Winckles,** as- it managing director of the Rank nization's Circuit Management iation, has been appointed to newly-created post of general ger of CMA. He will direct the lination of all CMA activities.

□

ale **Leary** has been placed in e of motion picture advertising This Week Magazine," it was unced by **Alden James,** executive president and advertising direc-

□

te **Carnes,** booker for Universal tlanta, has resigned to enter ness with his brother. **Lewis Owen** been moved up as head booker.

□

orton **DaCosta,** director of War- Brothers "Auntie Mame," will re- the honorary degree of Doctor umane Letters from Temple Uni- ty, Philadelphia, on Feb. 12.

No Action on x Revision This Year

From THE DAILY Bureau

ASHINGTON, Jan. 11.–President hower's State-of-the-Union mes- promise of tax revision "at the r time" certainly does not en- e any action this year.

e President, again promising to it a balanced budget later this h, said he was also requesting the ury to "prepare appropriate pro- s for revising, at the proper time, ax structure, to remove inequities to enhance incentives for all icans to work, save and invest." wever, the President continued, recommendations will be made on as our fiscal condition permits." easury officials made it plain that conditions would not permit tax this year, and that it would be a fight to clear the way for some lief proposals even next year.

. Mark for 'Tables'

parate Tables" set a new high at Columbia Theatre, Washington, a gross of $19,108 for the second of the engagement.

e Hecht-Hill-Lancaster produc- it was also pointed out, grossed 60 for its first week, during the ionally slow Christmas season.

M.P. Daily picture

THE SIGNING of the Italian agreement and, with it a message to two peoples, the Italian and American. At Friday's newsreel ceremonies in Johnston's office at the Motion Picture Association: Johnston with Italo Gemini, Gianni Hecht Licari, Egidio Ariosto, E. R. Zorgniotti, G. Griffith Johnson, Dr. Eitel Monaco, and Frank Gervasi.

See Import Pact as Precedent

(*Continued from page 1*)

companies compares with some 220 permits for 10 companies under the expiring agreement. This is expected to aid in establishing a precedent for future negotiations with other countries employing the permit quota control.

Other highlights of the agreement are: allocation of permits by MPEA, with notification by Aug. 1 preceding the film year, with the right to adjust the allocation up to Aug. 1 of the film year.

Remittance More Than Doubled

The Italian negotiators will recommend an official rate remittance of up to $7,000,000 per year, to be effective as of Jan. 1, 1959. All other financial provisions of the agreement become effective Sept. 1, 1959. Heretofore, the remittance was $3,000,000 annually.

The official remittance of amounts equivalent to the dubbing fees is authorized.

The permitted usages of the blocked funds are to continue as in the past, except for certain detailed improvements of an administrative nature.

Each film entered officially in the Venice Festival will be permitted an official remittance of the first $50,000 earned by the film.

An additional import permit will be granted under the agreement for each Italian film financed or distributed by a member company (including third country co-productions providing they are predominantly Italian).

Provisions for Sale to Italians

The agreement also provides that certain issues of the dubbing certificates which American companies now have and will accumulate will be sold to Italian financial institutions at 25 per cent of the face amount of the certificate at maturity.

Dr. Eitel Monaco, president of ANICA, signed the agreement for his country. He was entertained at luncheon by the MPEA at the Waldorf Astoria Hotel here on Friday and returned to Rome over the weekend, following a week of final discussions on the pact in New York. Preliminary negotiations had been held in Rome earlier.

Dr. Monaco was assisted by Italo Gemini, president of the Italian National Exhibitors Ass'n., and Gianni Lucari, producer. Also present at the signing was Egidio Ariosto, Italian undersecretary for entertainment of the Presidency of the Council.

Dr. Monaco said, "This third agreement with the Americans which I have the honor of signing, regulating film relations between our two countries, is definite confirmation of the wisdom of the constructive policy which we have been pursuing on both sides.

"It has been a policy of collaboration and gradual elimination of unnecessary restrictions. It has served to aid the Italian film industry, which despite new competition has continued to attract an ever-growing number of spectators. These have paid yearly the astounding sum of over 186 million dollars in admissions. At the same time the policy has permitted the development of Italian production and of co-production with the American companies, thus increasing greater world-wide interest in our output.

Sees Mutual Advantages

"I am certain that this new agreement will provide new and tangible advantages for both the Italian and American film industries."

Hailing the agreement as a new advance in the international exchange of films, Johnston said:

"This new agreement between the United States motion picture industry and Italy reflects the continued improvement of Italy's economic situation and the substantial growth of the motion picture production and exhibition industries in that country.

"The new agreement contains many mutually beneficial provisions which should be manifested in further gains for the film industries of both countries.

"I believe that this agreement may show the way to a new and enlightened approach to film problems in all European countries."

TENT TALK

Variety Club News

DALLAS – Phil Isley, head of the Isley circuit, has been inducted as chief barker of Tent No. 17. He succeeds Edwin Tobolowski, film attorney. Also installed at the Hotel Adolphus were: Charles Weisenberg and John K. Hicks, assistant chief barkers; Meyer Rachofsky, dough guy, and W. L. Marshall, property master.

△

DES MOINES – The Inauguration Ball of Tent No. 15 will be held at the Standard Club on Jan. 17. Woody Praught is the newly-elected chief barker.

Tie Vote Brings 5 As SDG Award Nominees

From THE DAILY Bureau

HOLLYWOOD, Jan. 11. – A tie vote from the nominating committee of the Screen Producers Guild has brought five films released in the fourth quarter into the competition for best produced theatrical film of 1958.

Chairman Jerry Bresler and his 20-member committee have announced as the fourth quarter nominees: "The Defiant Ones," Stanley Kramer (UA); "I Want to Live," Walter Wanger (UA); "Separate Tables," Harold Hecht (UA); "Some Came Running," Sol Siegel (MGM); and "The Inn of the Sixth Happiness," Buddy Adler (20th Century-Fox).

UA's 'The Big Country' In Festive London Bow

From THE DAILY Bureau

LONDON, Jan. 11.–The British premiere of United Artists' "The Big Country," held at the Odeon Theatre here, was attended by a distinguished, and largely titled audience. The opening was a tribute to William Wyler, who co-produced and directed the film, by the British Film Institute.

Little Chance to Abolish Un-Amer. Activities Unit

From THE DAILY Bureau

WASHINGTON, Jan. 11. – Little chance is given a proposal by Rep. Roosevelt (D., Calif.) to abolish the House Un-American Activities Committee.

Roosevelt would turn the jurisdiction of the group over to the House Judiciary Committee. Rep. Walter (D., Pa.), chairman of the Un-American group and ranking Democrat on the judiciary committee, indicated, however, he would fight the Roosevelt proposal. Walter would clearly win if the matter ever came to a vote. In fact, Walter said, some consideration is being given to expanding the jurisdiction of the Un-American Activities Committee.

'Value Line'

(*Continued from page* 1)

are in the process of converting their idle assets, very substantial in many instances, into future per share earning power," the report observes.

"Loew's, Warners and Columbia have cut overhead expenses appreciably in the past two years. Furthermore, they have shifted their production emphasis toward quality films. In 1959, as a result, they are likely to clear the largest earnings in many a year.

Fox Realty Cited

"Also, from sales of unproductive assets, Paramount and Warners, among other companies, have been realizing sizable sums with which they are reacquiring their own common shares. Twentieth-Fox is expected to consummate a sizable real estate sale soon. These capital contraction programs are designed to enhance the effective earning power of each of the remaining shares.

"Meanwhile, virtually every Hollywood enterprise, instead of just complaining about its recent misfortune or hoping vainly for theatre attendance to perk up, is taking a major step toward diversification."

The report takes issue with television's critics, in particular those who see it on the way out. It concedes that program quality is "far from satisfactory" but insists it can be remedied.

'Buccaneer' Tie-Up

Theatremen booking "The Buccaneer" are being provided with a tieup aid of appeal to young people under an arrangement between Paramount Pictures and Aurora Plastics Corp. A scale model pirate ship boxed as "The Buccaneer" has been manufactured by Aurora and distribution of it has been made to more than 100,000 retail outlets. Paramount's promotion department is urging showmen to encourage window displays of the toy by Woolworth's and other local five-and-ten stores, department and drug stores and variety retailers.

Christopher Awards to 48

(*Continued from page* 1)

tial of motion pictures and television to inform, inspire and entertain," Father Keller said.

Each producer, director and writer, cited for an award received a bronze medallion inscribed with the Christopher motto: "Better to light one candle than to curse the darkness."

Film awards were given to:

Producer Leland Hayward, director John Sturges and screen writer Peter Viertel for Warner Brothers "Old Man and the Sea."

Producer-director George Pal and writer Ladislas Fodor for M-G-M's "tom thumb."

'Titanic' Film Honored

Producer William MacQuitty, director Roy Baker and writer Eric Ambler for the J. Arthur Rank release, "A Night to Remember."

Producer Louis de Rochemont and directors Louis de Rochemont III and Bill Colleran for "Windjammer."

Producer - director - writer Satyajit Ray for "Pather Panchali."

Television awards were given to:

Producer-director Bob Banner, music director Harry Zimmerman and writers Bob Wells, Johnny Bradford and Arnold Peyser for the Jan. 12 "Dinah Shore Chevy Show" over NBC.

Producer David Susskind, director Robert Mulligan and TV writer Ludi Claire for "Bridge of San Luis Rey," played Jan. 21 on CBS.

Producer-director David Lowe and writer Lu Hazam for "MD International" of the March of Medicine Series on NBC, Jan. 23.

Executive producer Mildred Freed Alberg, producer - director George Schaefer and TV writer James Costigan for Hallmark Theatre's "Little Moon of Alban," NBC, March 12.

Producer Alvin Cooperman, director Richard Morris and TV writer Jean Holloway for the Shirley Temple Storybook production of "The Wild Swans" on NBC, Sept. 12.

Producer Lowell Thomas, Jr., director Jean Philipe Carson and writers Lowell Thomas, Jr., and Prosper Buranelli for "Alaska," the Oct. 8 presentation on CBS of the High Adventure of Lowell Thomas Series.

Producer Jacqueline Babbin, executive producer Robert Costello, director William Corrigan and writer Jerome Cooper-Smith for the Nov. 26 presentation of Armstrong Theatre's "SSN—571 Nautilus" on CBS.

Award for 'Carney' Show

Executive producer John Green, producer Bert Shevelove, director Dick Feldman and music director Paul Weston for "Art Carney Meets Peter and the Wolf" on ABC, Nov. 30.

Producer Burton Benjamin, writer Norman Borisoff, film editor Robert Collinson and music writer Paul Creston for "Revolt in Hungary," the Dec. 14 presentation of Twentieth Century over CBS.

Producer Fred Heider, director Richard Dunlap and writers Harold Flender and David Gregory for the Dec. 22 "Firestone Hour" on ABC.

The aim of the Christopher movement is to encourage individuals in all walks of life to show a personal responsibility in applying sound principles to the great spheres of influence, especially government, education, entertainment, literature and labor relations.

Films in TV Subject At SMPTE Meet Wed.

A discussion of "The Future of Films in Television" will feature the meeting of the Society of Motion Picture and Television Engineers, New York section, Wednesday evening, at the Carnegie Endowment Center, United Nations Plaza.

Five on Discussion Panel

A panel including M. Clay Adams, CBS; Joseph Dougherty, E. I. Dupont & Co.; John Mitchell, Screen Gems; E. M. Steffe, Eastman Kodak, and William Van Praag, Van Praag Productions, will present their views on the subject and discussion from the floor will follow. The meeting will start at 7 P.M.

'Beauty' to Criterion

Walt Disney's "Sleeping Beauty," animated feature produced in the new Technirama-70 process, Technicolor and six channel stereophonic sound, will begin an exclusive "showcase" engagement at the Criterion Theatre here following the run of J. Arthur Rank's "A Night to Remember." The adaptation of the celebrated fairy tale will be shown on a continuous performance basis.

Columbia Sales Meet

(*Continued from page* 1)

sion is the second of four arranged on a regional basis, at which Jackter is carrying to the field sales force the program of Columbia's top management.

Also here from the home office are sales executives Milton Goodman and Jerome Safron; Joseph Freiberg, manager of the sales accounting and contract department; and H. C. Kaufman, manager of exchange operations.

Jonas Rosenfield, Jr., executive in charge of advertising and publicity, is on hand to present the promotional program to the meeting.

The field executives here are headed by division managers Robert J. Ingram, from Atlanta, and Jack Judd, who makes his office in Dallas.

Branch managers present include Paul Hargette, Atlanta; R. D. Williamson, Charlotte; Martin Kutner, Jacksonville; Norman J. Colquhour, Memphis; John Winberry, New Orleans; and C. A. Gibbs, Oklahoma City.

A meeting with Eastern and Canadian executives was held last week in Washington and two sessions, for the Far West and Mid-West, will be conducted in Chicago next week.

Max Cohen to Preside At ACE Meet Tomorro

Max A. Cohen, member of the ecutive committee of the Americ Congress of Exhibitors, will pres tomorrow afternoon at the Astor H tel, at a meeting which is expec to draw more than 100 New York change area theatre owners and erators to hear about the organi tion and program of ACE. The me ing, to start at 2 P.M., has been c vened by ACE's New York exchan area chairmen, and will represent combined cooperation of the four hibitor organizations in the exchan area to bring together theatremen secure their endorsement and supp of ACE.

The area chairmen who will be the dais with Cohen are Wilbur S per, Sidney Stern, Spyros Skouras, Edward Fabian, Walter Reade, and Solomon M. Strausberg. Heads the exhibitor associations who will present, in addition to Stern, w is president of New Jersey Allied, w be Harry Brandt of the Independ Theatre Owners Association, Sol Schwartz of the Metropolitan Moti Picture Theatre Association, a Maury Miller of New Jersey Thea Owners of America.

Report on Dec. 12 Meet Slated

Invitations to attend have gone every exhibitor in the exchange ar including non-affiliated theatrem Attendance of the latter is particul ly desired, it was stated, in ord that expected action to forward ACE program will have the full su port of all exhibitors. A report ACE's organizational meeting Dec. 12 at which a six-committ agenda was adopted, will be giv by Strausberg.

Miami Theatre Owner 'Level' Ticket Prices

Special to THE DAILY

MIAMI, Fla., Jan. 11.—Most Mia theatre owners added a two-pen hike on the cost of tickets Jan. 4, spite the fact that the government h knocked off its 10 per cent cut tickets costing $1 or under.

A circuit spokesman explain "Despite the federal tax cut, a 90-c ticket is still subject to three ce state tax, making the price 93 cen So, to eliminate the pennies, the m jority of theatre owners here met a decided to raise the ticket price to cents. The customer will now pay cents.

"The same thing works with former 95-cent ticket, boosted to cents by the state tax. An even dol makes it more convenient," he add No appeal was made to the public help the industry get Congress to move the tax. And no promises w made to the public.

'Furlough' Here Jan. 2

"The Perfect Furlough," Univers International comedy, will have New York premiere at the Roxy Th tre on Wednesday, Jan. 21.

Television Today

OUR VIEW

HAPS it's the wrong way to rt a new year—by poaching on e writings of others; but when body says something that hap- to run right down the pathway ur own thinking, and says that hing clearly, concisely and effec- , we feel it right and sensible -broadcast his message, if you so that some who might not wise hear it are able to get the

erefore, we herewith borrow lly from one Andrew Tully, who cogently and freshly for the York World-Telegram" and papers. He makes the basic swiftly and at once: ". . . I esh out of patience with a com- bore of the canape circuit— ly the anti-TV snob." So are we, Tully, and believe us, that par- r individual is by no means cted to what you call the "can- ircuit." He can be found afoot horse all over the lot.

•

. Tully goes on to describe the l approaches taken by the breed ich he speaks in conveying the ssion that TV just isn't to be ted: it's either bad for the kids, uld impinge on their time more gently occupied with the higher of literary endeavor. Says Mr. V is a bum a lot of the time and vorth the space it takes in the , but on increasingly frequent ions it has whopping entertain- value. Two or three times a I find something entertaining mulating on my 17-inch screen, hat makes the set a bargain."

e writer explains that there has s been intelligent restriction on iewing hours of the children in ouse, and says "Baloney!" to the n he knows who claims it makes en watchers instead of doers. ortifies his expletive with a de- ion of the extra-curricular ac- s of his children and their good l grades, and says: ". . . TV has t them against ice skating, swim- horseback riding or just plain housing in the back yard." Fur- ore, Mr. Tully observes that he een looking around the neigh- od and he finds innumerable instances where there is con- ble television-viewing in the hold and at the same time en doing well at school and at with plenty of time devoted to activities, in addition to tele- .

•

s Mr. T: "A TV set presumably uin a child. But so can too much eal or an overdose of Euclid. ican parents with something be- their ears have managed to their children from the radio, utomobile, the movies and even eril of too much parental gum- ng. They have done it by prac- something I wish the anti-TV snobs would discover. It's called moderation."

Bravo, Mr. Tully, and thank you. And we would add to your remarks a bit of castigation of the pseudo-intellectual who at every opportunity tells everyone within hearing how he carefully restricts his TV viewing, and then time and again inadvertently reveals that he watches constantly and looks at practically everything. Same with some people and their expressed views on going to the movies. Maybe things would be better if more people were more honest—with themselves and with others.

In any case, TV in all probability will survive its attackers, as the movies have done, because they both offer something of real value to the public.

—Charles S. Aaronson

NBC-TV Abandons 'Must-Buy' Policy On Acceptability of Orders for Time

Abandonment of the so-called "must-buy" policy governing the acceptability of orders for time on the NBC Television Network has been announced by the National Broadcasting Company.

Henceforth each purchase will be subject to the network's approval of the station lineup ordered by the advertiser "so that NBC can serve the public interest by making its program available to a national audience and maintaining its function as an effective national advertising medium," the announcement stated.

New Schedule Outlined

As a guide to the acceptability of lineups, NBC is notifying advertisers that their orders for network option time periods will be deemed acceptable if they include stations with hourly network rates totaling at least $95,000 in Class A time periods, or stations with Class C hourly network rates totaling $42,500 or more for periods in which those rates apply. These amounts are respectively 74.6 per cent of the present Class A rate and 66.8 per cent of the present Class C rate for the full NBC network of 207 stations in the continental U. S.

Orders for smaller lineups are not necessarily unacceptable, but will be subject to individual approval by NBC management, which will take into account the practical needs of national advertisers with unusual marketing problems. In addition to lineup acceptability, orders will continue to be subject to acceptance on the basis of program and advertising suitability and other public-interest considerations.

Two Designations Abandoned

In keeping with the new policy, all NBC Television Network stations will be listed in the Rate Guide without designation as "basic" or "optional."

The "must-buy" policy, which was in effect almost from the inception of the NBC Television Network, required orders for network option time to include at least those stations listed in the NBC-TV Rate Guild as basic stations. As of Jan. 1, 1959, there were 57 basic stations on the network, situated in the most important markets and distributing centers and providing the basic national coverage desired and needed by advertisers using television network facilities. In practice, the station lineups ordered by NBC advertisers far exceed the basic station list.

Objections Filed with FCC

The superseded "must-buy" policy has been questioned in hearings before the Federal Communications Commission and in reports of various Congressional Committees. In testifying on the subject in March, 1958, Robert W. Sarnoff, chairman of the board of NBC, said that substitution of a minimum purchase requirement for the "must-buy" policy, as recommended by the FCC Network Study Staff, would not raise any major problem in NBC's network operation.

Ask FCC to Regulate Community Antennas

From THE DAILY Bureau

WASHINGTON, Jan. 11. – The Senate Commerce Committee staff recommended that the Federal Communications Commission take steps to regulate community antenna television systems.

The report, prepared by special counsel Kenneth A. Cox, recommended this as a major means of extending television service to smaller communities. The Commission should resolve the question of CATV systems "at once," the report said, "and if it still concludes that it lacks jurisdiction over cable systems, it should forthwith ask Congress to amend the Communications Act."

Had Denied Jurisdiction

The FCC has ruled that it had no regulatory authority over community antenna systems, but is presently reconsidering its ruling.

In addition, the report declared, the Commission should make use of boosters as "the simplest, most inexpensive form of service for very small communities." The Commission should "abandon its sterile and essentially negative efforts to suppress boosters," the report said, "and should devise means to authorize and regulate them."

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Jack Darrow, Warren Tribune, Warren, Ohio: TV programming today has reached a rut. There are too many shows identical, with all the networks vying for top rating. I suggest that several similar programs should be discontinued and instead, new ideas for different programs created. Networks follow the current trend, like the Westerns. A few programs of this type are good, but they become a "drug on the market" in large numbers.

A few years ago, quiz shows were first in popularity, but the give-away lustre has worn thin and the viewers found that "not all that glitters is gold." Sponsors, too, found this out, much to their dismay.

Western may also follow this same path unless some new ideas can be worked out.

•

Bob Foster, San Mateo Times, San Mateo, Calif.: With television at the crossroads it would seem that the television networks, agency people and film producers should do something concrete about the development of talent. TV is reaching the point where it can no longer rob other mediums for its talent. A talent development program would guarantee the future of television. Without it TV may well be relegated to a position occupied by radio.

•

Micheline Keating, Tucson Daily Citizen, Tucson, Ariz.: Get some fresh blood into programming, some new and more entertaining ideas and, above all—better writing.

NTA Names Melamed

David J. Melamed has been named vice-president in charge of business affairs of National Telefilm Associates, Inc., according to an announcement by Ely A. Landau, chairman of the board of NTA. He will assume his new post today. Melamed joins NTA following a long association with Chesapeake Industries, Inc., and its affiliated companies. Most recently he has served as executive vice-president of Chesapeake's Pathe Laboratories.

National Pre-Selling

HERE seldom has been a period in this wonderful industry when so many fine films have been in release at the same time. "Photoplay," in the January issue, has selected five of these pictures for badges of excellence. They are "The Inn of The Sixth Happiness," "Separate Tables," "Home Before Dark," "I Want to Live," and "My Uncle, Mr. Hulot."

•

Ingrid Bergman, star of "The Inn of The Sixth Happiness," the 20th-Fox film, was photographed in a suburb of Paris for "Life's" Jan. 5 issue.

•

In selecting "Separate Tables" as the picture of the month for the January issue of "Redbook," Florence Somers says, "This UA film will long be remembered for its excellent characterizations and magnificent acting. David Niven gives a performance far above anything he's ever done before. All the portrayals, even the smallest part, are memorable and each character is so convincing and so fascinating that interest in the film never drops."

•

"The 7th Voyage of Sinbad" and Cathy Grant Crosby, one of the stars of this new Columbia picture, receive considerable attention in the Jan. 20 issue of "Look." In fact Mrs. Crosby, with little Bing snuggling in her arms, appears on the color cover of this issue. A multi-page cover story on the Crosbys appears in the issue along with a production photo of "The 7th Voyage of Sinbad." This film is setting box-office records at the Roxy Theatre in New York.

•

"Some Came Running," starring Frank Sinatra, Shirley MacLaine and Dean Martin, is advertised on the table of contents page of "The Saturday Evening Post's" Dec. 27 issue.

•

"The Horse's Mouth," which is having its premiere at the Paris Theatre in New York, was selected picture of the month for January by "Seventeen." Edwin Miller says, "Alec Guinness gives a characterization that is one of the screen's great creations."

•

"tom thumb," gets a thumping recommendation from Ruth Harbert in the December issue of "Good Housekeeping." This George Pal production is based on the famous fairy tale of the five-inch hero, who foils the wicked robbers and abets the romance of the Forest Queen and the village piper. It is an M-G-M release.

•

A striking page ad on Paramount's "The Buccaneer" appears in the January issue of "Parents Magazine" opposite the "Family Movie Guide" department.

Walter Haas

...FEATURE REVIEWS..

Revolt in the Big House

Allied Artists

Hartford, Jan. 11

Gene Evans, a rough-appearing tough-speaking hombre in scores of melodramatic assignments over the years, tops the cast of this David Diamond production, directed with some admirably deft touches by R. G. Springsteen.

The Eugene Lourie-Daniel Hyatt screenplay casts Evans as a big-time racketeer who finally is sentenced to a 20-year prison term after evading such situations. Once behind the cold grey walls, he's not content to serve out the prescribed course; he quickly assumes control of convict cliques and then meticulously begins a plan of approach to break out.

Timothy Carey is another escape-minded convict, who throws in his lot with Evans. Between the two, the prison is about to witness considerable havoc. Evans frames youthful convict Robert Blake (he'd been pining for early parole), so that another hand can be tossed into the prison-breakout. Later, Blake is killed by Evans after learning that the latter intended to dispatch un-knowing lot of escapees into obvious machine-gun fire at main gate while he (Evans) calmly breezes out another and safer passage.

The break-out finally occurs, Carey is killed, and Evans is mowed down by police bullets as he "escapes" via an alternate route.

Running time, 79 minutes. General classification. Release, current.

A.M.W.

The Gypsy and The Gentleman

Rank Film Dist. of Amer.

Hartford, Jan. 11

A generally fascinating pictorial trek back into a long-gone era of British history and legend, "The Gypsy and the Gentleman" has been provided with handsome Eastman color, meticulous production values (Earl St. John served as executive producer, Maurice Cowan as producer), and a known and a respected cast. Topliners are Greece's Melina Mercouri, Britain's Keith Michell and Flora Robson, working from a Janet Green screenplay, guided with sure, professional hand by Joseph Losey.

The time is the day of the Prince Regent in England—hours when men live richly, passionately, dangerously, even recklessly in pursuit of what one would describe as the constant striving for happiness. Such an individual is baronet Keith Michell, who turns down an advantageous marriage to wed gypsy pickpocket Melina Mercouri. The girl happens to capture his fancy, and, despite dire warnings of his sister, June Laverick, Michell plunges into the romantic entanglement resolved that the gypsy should have all her heart's desires. The latter seems to like the Michell approach to security, and proceeds to dip generously into the family exchequer.

Later, when the family estate is willed to Miss Laverick, Miss Mercouri and her boy friend, Patrick McGoohan, scheme to acquire the tidy inheritance. Towards the fadeout, Michell, a much more cognizant gentleman, realizes the gypsy's true love was never intended for him, and in final rash of recklessness, drives the stagecoach in which they are riding off a bridge, both perishing in the episode.

Running time, 89 minutes. Adult classification. Release, current.

A.M.W.

Johnny Rocco

Dunlap—Allied Artists

Hartford, Jan. 11

Scott R. Dunlap, who has contributed significantly to the Allied Artists release chart over the years, is responsible for this entertaining, sometimes dramatically compelling, study of a young boy's encounter with a crime syndicate in modern-day America. The principal role is entrusted to Richard Eyer, who's been seen with such topliners as Bob Hope ("That Certain Feeling"), and this energetic little thespian is aided and abetted by Stephen McNally and Coleen Gray, among others.

Director Paul Landres, working from a James O'Hanlon-Samuel F. Roeca screenplay, based on a story by Richard Carlson brings photographic accent on young Eyer, son of crimeland "executive" McNally. His teacher, Coleen Gray, goes out of her way with sympathetic touches for the youngster after it's evident that his stuttering is attributable in whole to crimeland activity.

From this point, it's a matter of who's chasing whom, as the authorities close in for the kill, and Miss Gray strives valiantly to bring the little boy onto the side of goodness and light as opposed to the beckoning lures of mob rule. Adding considerable dramatic substance to the resolvement is the glaring knowledge that young Eyer possesses information best reserved for criminal ears.

Running time, 84 minutes. General classification. Release, current.

A.M.W.

I, Mobster

Alperson—20th-Fox

Cold-blooded killings, assorted brutal beatings and a sprinkling of sex, typified by Lili St. Cyr, dot this typical story of a gangster's life. It is marked also, for the record and for the future, by some outstanding performances by new people including Lita Milan and John Brinkley.

Steve Cochran, in the title role, depicts the hoodlum who starts with the mob as a dope pusher, rises to executioner and then takes over by muscling into union organizing and personally killing the then boss g ster. Miss Milan, childhood fri becomes his mistress but only long struggle with herself becaus his criminal activities. Miss Lo is touching and effective as the mo who eventually disowns her gang son, and Robert Strauss is suave menacing as the mobster who br Cochran along, becomes his lie nant and, ultimately, his executio Young Brinkley plays Miss Mi brother who becomes a dope ad and finally meets death at Cochr hands.

Most of the story is told in fl back as Cochran testifies befor Senate investigating committee, it ends in an exciting chase as C ran, marked for execution by his ordinates, attempts to escape guns.

Two songs, "Give Me Love," by Miss St. Cyr, and "Lost, Lo and Looking for Love," sung by Southern, are available for expl tion purposes. Both were writte Edward Alperson, Jr.

Direction was by Roger Cor who also gets co-producer credit Gene Corman. The screenplay wa Steve Fisher. Photography is in bl and-white CinemaScope.

Running time, 82 minutes. Ge classification. January release.

J.

Schenck-Koch-Roone In Two-Picture Deal

From THE DAILY Bureau

HOLLYWOOD, Jan. 11. – Au Schenck and Howard Koch have tered into a two-picture co-pro tion deal with Mickey Rooney his agent partner Red Doff. Both will be released through United ists as Olympia-Fryman Product representing the respective part

Koch, who directed Rooney "Andy Hardy Comes Home" and " Last Mile," will direct the two ductions. Schenck will serve as ecutive producer and Doff as ducer.

JPJ-Glassman

(*Continued from page* 1)

for the discontinuance of all pen litigation between the parties.

Glassman will be given sc credit for his participation in the duction of "John Paul Jones." Sa Bronston is the producer and Farrow is the writer-director of picture. Bronston and Farrow are in London editing the film, w will be released by Warner Bros

New Howco Exchang

ST. LOUIS, Mo., Jan. 11.—Ho Exchange, Inc., has opened its sev branch office at 3310 Olive St here. Other Howco exchanges ar cated in Atlanta, Charlotte, Jack ville, Kansas City, Memphis and Orleans.

All
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MOTION PICTURE DAILY

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55, NO. 7 NEW YORK, U.S.A., TUESDAY, JANUARY 13, 1959 TEN CENTS

West Coast

mmit Meet 20th-Fox lled Monday

da to Cover All rprises for 1959

mmit meeting of top 20th Cenox executives from New York lifornia has been called by prespyros P. Skouras for next Monthe West Coast studios. Agenda conference will cover all fields company's motion picture enteras well as television and the ng industry.

f among the topics under dis-

(Continued on page 2)

ill Leaves WB Open Own Business

ık E. Cahill, Jr., has resigned rdinator of technical activities East Coast for Warner Bros. Pictures to enter his own business as a motion picture and television technical consultant for studios, laboratories and theatres.

k E. Cahill

Cahill, whose business headquarters will be established in Wyckoff, N. J., has been associated with Warros. for 33 years. He had occuis most recent post since 1952

(Continued on page 3)

reme Court Won't r Schine Appeal

From THE DAILY Bureau

SHINGTON, Jan. 12.—The Su- Court today refused to hear peal by Schine Theatres, Inc., veral of its officers from a crimontempt conviction.

court's action had the effect taining $80,000 in fines imposed Schine organization for failing

(Continued on page 3)

Brotherhood Campaign Set

(Picture on Page 5)

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, will serve as exhibitor chairman of the industry's annual Brotherhood campaign on behalf of the National Conference of Christian and Jews, Alex Harrison, 20th Century-Fox sales manager, who is chairman of the industry campaign, announced

(Continued on page 5)

New AA Schedule Most Ambitious Yet: Broidy

From THE DAILY Bureau

HOLLYWOOD, Jan. 12. — Allied Artists today is engaged on the most ambitious production program in its history, with a 1959 overall schedule of 36 films including six with budgets of $1,000,000 or more, Steve

(Continued on page 3)

McWilliams Named to 'Oscar' TV Promotion

Harry McWilliams has been appointed to work with the Academy Awards telecast committee of Jerry Pickman and Roger Lewis, the several coordinating committee chairmen

(Continued on page 5)

To Give Congress More Time

Bill Would Bar All Toll-TV for Present

Harris' Resolution Would Permit Only Limited Technical Test During Interim

By J. A. OTTEN

WASHINGTON, Jan. 12.—House Commerce Committee Chairman Harris (D., Ark.) introduced legislation to prohibit pay-television—broadcast or wired —until Congress enacts later legislation setting forth specific terms under which it could operate.

Harris' resolution would permit only very limited technical test during the interim. He said his committee would conduct early hearings—no date specified yet—on this and other toll-TV bills.

So far, three bills have been introduced to ban toll TV altogether—by Bailey (D., W. Va.), Celler (D., N.Y.) and Lane (D., Mass.). However,

(Continued on page 4)

QP Certificates for Brotherhood Campaigns

Managers Round Table of Motion Picture Herald will award certificates to showmen, nationally and in the New York area, who achieve the best results with their theatre's 1959 Brotherhood campaign for the National Conference of Christians and Jews, Alex Harrison, campaign chairman, announced yesterday.

Harrison also announced that a J. Robert Rubin citation would be awarded for outstanding theatre results, in memory of the long-time chairman of the NCCJ amusements division who died last year.

Brazil Decree Raises Ticket Price Ceilings

The long-sought action by the Brazilian government in raising admission price ceilings for theatres of that country has now been taken and will go into effect tomorrow in Rio de Janeiro and throughout the rest of the country on Jan. 19, Eric Johnston, Motion Picture Export Assn. president, was advised yesterday by Robert J. Corkery, MPEA vice-president for the Western Hemisphere.

The just issued governmental de-

(Continued on page 5)

Universal Sets Week-Long Sales Meet Here on Plans for New Film Program

With Universal Pictures entering into a new type of production program of multi-million dollar films to be produced either in association with outstanding independent producing companies or by Universal itself, the company has set a week-long sales conference to be held here starting Monday, January 26th.

This will be followed by a series of regional sales meetings in the field, at which distribution and promotion plans will be mapped for the coming months, Henry H. Martin, general sales manager, who will preside, said yesterday.

Milton R. Rackmil, president of Universal, who is currently in the Orient for a series of sales meetings, will participate in the opening sessions of the week-long conference to be attended by home office executives, the company's regional sales managers and its advertising, publicity and promotion executives. David A. Lipton, vice-president, will outline the projected advertising and promotional plans for promotion of the forthcoming pictures.

In announcing the conference and the regional sales meetings to follow Martin pointed out that they would be held at a time when three of the most important film productions in the company's history would be starting to shoot at the Universal-International Studios and on location—"Spartacus," the $5,000,000 Bryna Production in Technirama and Technicolor; the Granart Production "Operation Petticoat," in color; and the Arwin Production "Pillow Talk," to

(Continued on page 4)

Mayor Wagner Proclaims Variety Club Week

New York City Mayor Robert Wagner yesterday proclaimed this week as Variety Club Week in honor of Variety Clubs International in a ceremony at City Hall. Actress Dolores Hart, currently appearing in United Artists' "Lonelyhearts," accepted the proclamation on behalf of the organization.

Members of the New York tent, No. 35, attended the ceremonies.

PERSONAL MENTION

BRUCE EELLS, executive vice-president of United Artists Television, has left New York for the Coast.

•

Harry Saltzman, producer, and **Tony Richardson**, director, will leave here today for London via B.O.A.C.

•

Jack Goodenough, of National Screen Service, Memphis, has returned there from Atlanta.

•

Laurence Harvey, star of "The Silent Enemy," is in Pittsburgh today from the Coast in the course of a promotional tour.

•

Henry Greenberger, of the Community Circuit, Cleveland, and five-time president of the Cleveland MPEA, is spending the Winter with **Mrs. Greenberger** in St. Petersburg, Fla.

•

Emlyn Williams, British playwright, arrived in New York from London yesterday via B.O.A.C.

Para. Opens Three-Day Meet on '59 Releases

The entire United States and Canadian sales organizations of Paramount Pictures will be represented at a three-day meeting opening here today for discussion of the pictures the company will release this year. George Weltner, Paramount Pictures vice-president in charge of world sales, will preside.

Hugh Owen and Sidney Deneau, vice-presidents of Paramount Film Distributing Corp., will be among the executives who will address the assembled sales heads.

Jerry Pickman, Paramount vice-president and director of advertising, publicity and exploitation, and Martin S. Davis, assistant director, will present plans for new merchandising techniques and publicity and advertising campaigns that will support the 1959 Paramount pictures. Other promotion executives who will attend the sessions are Joseph Friedman, national exploitation manager; Burt Champion, publicity manager, and Gerry Levine, advertising executive.

Divisional Heads Coming

Out-of-town Paramount sales chiefs who have come to New York for the three-day meetings are: Gordon Lightstone, Canadian general manager, and division managers John G. Moore, Eastern; W. Gordon Bradley, Southeastern; J. H. Stevens, Midwestern; Tom W. Bridge, Southwestern, and H. Neal East, Western.

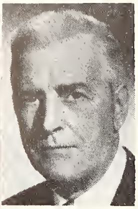
Fox Summit Meeting Monday

(*Continued from page 1*)

cussion will be the major production schedule for 1959, which will be carried out under the direction of executive production head Buddy Adler. The production schedule will be fully developed and detailed through the end of 1959 at the meetings.

Travelling to California from New York, in addition to Skouras, will be executive vice-president W. C. Michel, vice-president and eastern studio representative Joseph Moskowitz, 20th international president Murray Silverstone, vice-president Charles Einfeld, general sales manager Alex Harrison, De Luxe Laboratories president Allan Freedman, research director Earl Sponable and 20th-Fox record company president Henry Onorati.

Spyros P. Skouras


Buddy Adler

TV Executives to Attend

Studio executives participating in the conference will be Adler, Adler's executive assistant Lew Schreiber, executive production manager Sid Rogell, studio literary operations head David Brown, publicity director Harry Brand, executive in charge of television production Martin Manulis and vice-president in charge of television Irving Asher.

In addition to plans for the release and production schedule, promotional, advertising and exploitation programs for the first four months of 1959 will be discussed. Pictures under discussion will be "The Inn of the Sixth Happiness," "The Sheriff of Fractured Jaw," "Rally 'Round the Flag Boys!," "I, Mobster," "These Thousand Hills," "The Remarkable Mr. Pennypacker," "The Sound and the Fury," "Compulsion," "Warlock" and "The Diary of Anne Frank."

Productions already before the cameras and slated for release this year which will be on the meeting's agenda are: Frank Tashlin's "Say One For Me," "The Snow Birch," "The Man Who Understood Women," "Holiday for Lovers."

Two Zanueks Represented

Other productions to be discussed include Darryl Zanuck's "De Luxe Tour"; Richard Zanuck's "Requiem for a Nun"; David O. Selznick's "Mary Magdalene" and "Tender Is the Night"; Jerry Wald's "Beloved Infidel," "The Best of Everything," "The Lost Country," "The Story on Page One," "Sons and Lovers" and "The Billionaire."

Also, Joseph M. Schenck's "Journey to the Center of the Earth"; Jack Cummings' "The Chinese Room" and "Can-Can"; Samuel Engle's "White Terror of the Atlantic," "Gemma Two-Five," and "The Nun and the Outlaw"; Mark Robson's "From the Terrace"; Dick Powell's "Casino" and "Bachelor's Baby"; and Charles Brackket's "Blue Denim."

Martin Manulis, head of 20th's television enterprises will discuss his plans for forthcoming series and Henry Onorati, head of the film company's record subsidiary will report on the status of the new organization. In addition, Onorati and the film executives will map plans for forthcoming tie-ins between upcoming productions and potential recording material.

'New Faces' Is Theme Of Allied Drive-In Meet

Special to THE DAILY

PITTSBURGH, Jan. 12 – Preparations for Allied States' sixth national drive-in convention here Jan. 26-28 are rapidly nearing completion. Some 70 exhibits have already been contracted for by firms supplying drive-ins.

Heading the agenda are a business-building workshop, film clinics, equipment forums, sales of films to TV, and panel discussions. In keeping with the theme of the convention, "New Faces and the Forward Look," new Hollywood personalities will be presented by Columbia and Universal.

Entertainment will include cocktail parties, an evening at a night club and an all industry banquet.

Johnston Given Franklin Award By N.Y. Printers

Eric Johnston, president of the Motion Picture Association, last night was presented the Franklin Award for Distinguished Service at the Printing Week dinner of the New York Employing Printers Association at the Hotel Commodore here.

Johnston's subject was "Can We Stand up to Communist Competition?"

Sobol to Push 'Capone'

John Flinn, Allied Artists national advertising-publicity director, has retained Harry Sobol, publicist, to handle a special campaign for the Burrows-Ackerman production, "Al Capone," scheduled for national release at the end of March.

New Star Faces Now Major Col. Concern

Special to THE DAILY

NEW ORLEANS, Jan. 12. – lumbia Pictures has given high pr ity to a talent development and motion program as part of its ov reorientation, Rube Jackter, vice-p ident and general sales manager, sales executives from the Sout divisions here today at the first sion of the second series of regi meetings.

Enlarging upon the policy nouncement he made last week Washington, Jackter told the g meeting at the Roosevelt Hotel that the discovery and introduc of new faces is a major concern the company. He said these new p ers, including a number signed w in the past few months, will be sh cased both in top support of lea stars and in starring roles of t own in major productions. He ad that some of the multi-million d independent productions to be m under the Columbia Formula spotlight new faces featured in top roles.

'Gidget' Is Shown

During the day, the home o and field executives viewed a w print of "Gidget," which stars Robertson, Sandra Dee and Ja Darren.

"Here is a picture with a budget and great production and lieve it or not—and tell this to y exhibitors—the romantic leads, ren and Miss Dee, are both under Tell them Columbia has the guts cast a million-dollar-plus Cine Scope production with these bri new faces," Jackter said.

Cites 5 Being Groomed

The sales manager also told meeting that besides Darren, s newcomers as Joby Baker, Mic Callan, Joanna Moore, Jo Morrow Evy Norlund would be groomed stardom.

Sam Lombardo Dies

CLEVELAND, Jan. 12. – Sam Lombardo, 58, who with his bro Joseph owned and operated sev drive-ins, including the Clover here, died in Miami of a heart att

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLAR
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

hill Leaves

(Continued from page 1)

r the preceding 23 years, had lirector of technical operations rner Bros. Theatres. From 1925 9, he was assistant managing r of the First National Pictures in Burbank, Calif., a predeces- the current Warner Bros. cor- n.

ing World War II, Cahill held nk of colonel in the United Army Signal Corps, serving as ive officer of the Army Pictorial e. He was concerned with Army al problems in electronics, mo- icture and theatre engineering, ion, laboratory and studio oper-

Warner Sales Drive ff to Big Start

bined figures for the first week Warner Bros. "Welcome Back, sales drive in honor of president L. Warner total 21 per cent than the corresponding figures same period of the preceding t was announced by sales vice- nt Bernard Goodman, captain company's first global drive.

drive's initial week ended Sat- January 3. The drive, first ever or the Warner Bros. president, December 28, 1958, and will ue to April 4, 1959.

reme Court

(Continued from page 1)

rid of theatres required to be d under the 1949 consent de- The court gave no reason for ion, merely noting it would not a Second Circuit Court of Ap- decision upholding a contempt tion handed down in the U.S. Court in Buffalo.

court's action also clears the or trial of a companion civil pt proceeding brought by the ment. Trial of the civil contempt has been deferred pending the isposition of the criminal con- case.

government, in the criminal pt case, charged five Schine s — J. Meyer Schine, Louis , Donald G. Schine, John A. and Howard M. Antevil — and hine corporations with continu- conspiracy to maintain a local ion monopoly by wilfully fail- sell theatres required to be sold the decree ending the govern- original anti-trust suit against . The case was tried in 1954- d the Buffalo court found for ernment.

s totalling $80,000 were im- on the five individuals and the tions, and the defendants ap- to the circuit court. The circuit ustained the district court, and appealed to the high court—an turned down today. Since the sentencing, two of the de- ts, Louis Schine and May, ied.

pending civil contempt action o force the Schine organiza- carry out the 1949 decree.

New Company Will Buy Financing Residuals

From THE DAILY Bureau

HOLLYWOOD, Jan. 12. — Producer Sol Lesser and investment banker Joseph D. Shane have announced the formation of Principal Securities Corp., devoted to buying up residuals of the financing of show-business packages, including motion pictures, television and plays.

Heralding the plan was a concurrent announcement of the purchase of a 75 per cent residual interest in "Indiscreet," owned by Warner Brothers, Cary Grant, Norman Krasna and Stanley Donen, for $1,400,000.

WB Retains 25%

Warners retains its 25 per cent ownership of "Indiscreet," plus distribution of the film, for the remainder of its seven-year deal, at which time the entire film will revert to Principal Securities, since under the original financing-distribution deal, Warner Brothers agreed that the negative would revert to Grant-Krasna-Donen after seven years.

Sol Lesser, president of Principal Securities, expressed belief this is a progressive step in the evolution of the motion picture business.

Other officers in the new company are Joseph Dom Shane, vice-president and secretary, and Mendel Silberberg, legal counsel.

New AA Schedule

(Continued from page 1)

Broidy, president of the company, announced here.

Currently before the cameras is the Saratoga Productions, "The Big Circus," which Irwin Allen is producing in CinemaScope and Technicolor.

Being readied for release is the recently filmed "Al Capone." Another high-budgeter, now in preparation stage and set for production on location in Japan this spring, is "The Confessions of an Opium Eater." It will be produced and directed by William Castle. Also being readied for shooting is "79 Park Avenue," the best-selling novel by Harold Robbins, who will produce the picture from his own script. "Man of Montmartre," the novel by Stephen and Ethel Longstreet, dealing with the life of the famed painter Maurice Utrillo, is also in preparation.

Photography already has been completed on three other important attractions, "P.O. Box 303," "Face of Fire," and "Crime and Punishment, U.S.A."

BV Meeting Today

The first of a series of regional meetings setting promotional plans for the "showcase" Technirama-70 engagements of Walt Disney's "Sleeping Beauty" in the United States and Canada will be held here today. Convened by Charles Levy, Buena Vista advertising-publicity director, the meetings will be attended by home office personnel and representatives who will handle initial openings of the animated feature commencing in February.

IT'S HEP!

IT'S HAPPY!

. . . A PERFECT COMBINATION FOR AMERICA'S MILLIONS AND MILLIONS OF TEEN-AGE MOVIE-GOERS . . .

Bernard Shaw's

"the Doctor's Dilemma"

SELECTED PICTURE-OF-THE-MONTH FOR FEBRUARY BY

seventeen MAGAZINE

. . . ENTERTAINMENT GUIDE FOR AMERICA'S TOP MOVIE-GOERS,—8,500,000 TEEN-AGE GIRLS!

STARRING

Leslie Caron · Dirk Bogarde

WITH

ALASTAIR SIM · ROBERT MORLEY

PRODUCED BY ANATOLE DE GRUNWALD

DIRECTED BY ANTHONY ASQUITH

PRESENTED BY M-G-M

IN METROCOLOR

'U' Sales Meet

(Continued from page 1)

be made in Color and CinemaScope.

The sales and promotion executives will see during the course of their meetings, the first print of "Imitation of Life," the company's new Eastman Color drama which is scheduled for Easter release; "Never Steal Anything Small," the new Eastman Color and CinemaScope comedy drama with music set for Washington's Birthday openings as well as advance footage on the U-I Vintage production "This Earth Is Mine," in Technicolor and CinemaScope.

Milton R. Rackmil

Henry H. Martin

Attending from the home office besides Martin will be F. J. A. McCarthy, assistant general sales manager; James J. Jordan, circuit sales manager; G. J. Malafronte, manager of branch operations and maintenance and Irving Weiner, print department manager.

Regional sales managers attending will be Joseph B. Rosen who headquarters in New York; P. F. Rosian who headquarters in Cleveland; R. N. Wilkinson who headquarters in Dallas and Barney Rose who headquarters in San Francisco.

Advertising, publicity and promotional representatives who will participate besides Lipton include Charles Simonelli, Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager.

Dates of the regional sales meetings to be attended by the company's branch and sales managers, will be announced shortly by Martin.

Mikoyan Tours Para.

HOLLYWOOD, Jan. 12. – Soviet Deputy Premier Anastas Mikoyan toured the Paramount Studios this afternoon and held a press reception there afterwards. Last night he attended a dinner in his honor at the Beverly Hills Hotel, arranged by Eric Johnston, MPA president. The affair was attended by leading business figures of Southern California.

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Universal Keys Promotion Plans To 'Total Marketing Concept'

By RICHARD GERTNER

As Universal Pictures enters into its new production policy of concentration on "blockbusters," the advertising-publicity campaigns are going to be bigger and better, too.

How this is to be achieved was explained yesterday at an interview in the home office by Charles Simonelli, Eastern advertising and publicity department manager, with the assistance of Phil Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; and Herman Kass, Eastern exploitation manager.

Key to the new promotional efforts is the idea of a "total marketing concept," Simonelli pointed out. This breaks down into three categories, he said, which are integration, impact and image.

Cites 'Furlough' Campaign

To make clear how the "Three I's" work Simonelli showed how they were employed in the campaign for "The Perfect Furlough," the company's service comedy which opens in some 200 major cities tomorrow backed by a promotional effort which began last September and is still going on. It is, in addition, the most comprehensive such program in the history of the company.

First, integration. This involved the close cooperation all the way along the line of the sales department, publicity executives, and production.

To begin with the sales department had to make the important decision of changing the release date of "Furlough" from Christmas to mid-January—which had the disadvantage of meaning the company would have no release for the holiday season but also gave an advantage to exhibitors in supplying them with a top film at an ordinarily slack period.

Three Media Used

With this agreed to the publicity department then had four and a half months to work out a campaign which it proceeded to do, concentrating on national magazines, television, and local newspaper space.

Cooperation of the production department was secured in their agreement to release Linda Cristal, one of the stars of the film, for a full six weeks of touring. The actress would not have been available at Christmas time.

Second, Impact. This is defined by Simonelli as the "effectiveness of the overall promotional campaign." With "Furlough" it began by scheduling 159 special New Year's Eve single showings of the film to build word-of-mouth two weeks before the film's opening. Grosses the film did on the one-shot engagements are comparable to business done by "Written on the Wind."

'Herald' Forum Utilized

"Impact" has also gained momentum through carrying the story of the campaign to exhibitor meetings—beginning with the Merchandising Forum of Mo- Picture Herald and including such exhibitor meetings as that of the Rowley United circuit in Dallas which Livingston attended. Suggestions of the exhibitors were incorporated into the general campaign and included preparation of a special one-sheet and mailing folder.

Third, Image. Here the problem was to get across the nature of the comedy both to exhibitors and the public in an original way.

The three elements to be stressed were comedy, sex, and the service angle. For the first time it was decided to adapt the "testing laboratory claim" so popular in advertising today. So the "287 laughs" clocked by the Sindlinger Company at the film's sneak preview in New York were featured in the ads and a teaser trailer. The sex image was supplied through the tours of Miss Cristal, and the service market is being tapped through cooperation with the Army in sending out 200,000 postcards promoting the film.

These are the general principles which Universal will now apply to future film campaign. One on "Spartacus," which goes into production this month, is already underway as are several others.

Stress will be laid on the inherent values in the pictures—cast, story, etc—and values that "can be created," Simonelli declared. And there will be no ceiling on the campaign budgets; each film is to get whatever it requires to reach its maximum potential.

Rackmil Urges Industry To Stress Optimism

By FRANK O'CONNELL

SYDNEY, Australia, Jan. 12 – All members of the motion picture industry were urged to "talk the business up in a spirit of optimism well-founded on the results individual pictures are now achieving" by Milton R. Rackmil, president of Universal Pictures, today. Rackmil is here on a five-day visit to tell the local trade of his company's production plans for the future. He spoke at a luncheon given in his honor by Norman B. Rydge, head of Greater Union Theatres, major Australian circuit.

Attacking those who "foster rumors and ignore the facts," Rackmil characterized the future of the industry as a period of "quality rather than quantity."

Cleveland Tax Drop

CLEVELAND, Jan. 12—Cleveland's revenue from the 3 per cent admission tax in 1958 was the lowest admission years the tax has been in effect, according to license commissioner Stanley P. Nemec. Chief villain was poor baseball attendance. The revenue from the admission tax in 1958, states Nemec, was $344,000. Top was $602,000 in 1948. But it began to slide in 1950 and except for minor fluctuations, dropped annually to the above new low.

Toll-TV Bil

(Continued from page 1)

Harris' bill will certainly be the fo
point of the hearings and the one m
likely to emerge.

The Federal Communications Co
mission had planned to permit fie
test operations of toll TV, but lat
agreed to postpone any tests un
after the current session of Congre
Harris' bill could get speedy Hou
approval but run into more troub
in the Senate, where Commerce Co
mittee Chairman Magnuson (
Wash.) has been more friendly
toll TV.

Congress Could 'Take Its Time'

Of course, if the Harris bill ev
became law, Congress could take
time about setting forth the conditio
under which pay TV operations wou
be authorized, and opponents of t
TV would be in an excellent positi
to block such legislation and ke
pay TV banned indefinitely.

The Harris bill provides that u
til new legislation is enacted spec
cally setting forth the terms und
which pay television may be co
ducted, the FCC should be prohibit
from authorizing any person to e
gage in either radio or wire toll T
operations. It would also make it u
lawful for any television licensee
radio or wire common carrier to e
gage in pay TV operations—wheth
in interstate, intrastate or foreign co
merce—until Congress enacts new le
islation.

Tests Exempted

Technical test operations authoriz
by the FCC for limited periods
time would be specifically exempt
from this prohibition. However,
technical test of any particular s
tem of pay TV could be carried
by more than one person or in mo
than one area of the country, and
one person could carry on tests w
respect to more than one system.

The bill would authorize the F
to go to court to enjoin any attem
to violate the bill.

The bill's sweep was significan
not only banning broadcast toll
but also applying to wire syster
and even to wire systems in intrast
commerce.

Sees Possible 'Burden' on People

"The promoters of pay TV," H
ris said, "have held out a promise
improving present TV programs. N
withstanding these promises, there
grave risk that in the absence
Federal law providing for regulati
in the public interest of pay TV
erations, such operations might res
in the imposition of great financ
burdens on the American people wi
out a corresponding improvement
TV programs."

The Arkansas Democrat conced
there was much to be desired in
quality of current commercial TV p
grams. However, he said, "plans
now under study for better enfor
ment of existing legislation and
enactment of new legislation to br
about better service in the pub
interest by commercial television
censees." He gave no details.

e Art 'In Depth' As icture's Function

By FLOYD STONE

ey Harmon says he as a pro- must have something "valu- to say, and so must other pro- —"or else what are we here The producer of "Anna Lu- said at United Artists yester- is picture is unprecedented in story of the industry, but it's s other precedent breakers: it'll His previous one was "God's Acre."

Sees No Problem in South

licist Meyer Beck, who sat with verred so far the picture pre- no problem; nor will it, he said been told, in the South. UA ity manager Mort Nathanson that after ten minutes the view- gets the people on the screen e Negroes. Roger Lewis, UA d publicity head, also at the ew, pointed out the campaigns been on this basis.

mon asserted he has made a e in which a Negro family is ny other family in the world. riginal play, he pointed out, was a Polish family. He denied the e is "controversial"—except to a nor Faubus.

No 'Second Class Citizens'

have identified myself since I youngster as a human being," id; "and I resent the idea of d class citizens. I want to de- the saying: 'this is not the for "that sort" of picture.' I never seen the 'time' in this in- for anything, except that which iting. This is. The trick, if you all it that, is to give something nown, as this is, an added depth, story, more information.

also feel there is a self imposed tion for the most important folk e world has ever known. When re talking to millions of people, have a social obligation. And on't have to carry a banner, or e a point of view.

d I say this," he continued, a strictly boxoffice point of Television fulfills certain ob- ns; we have to go much fur-

ges 'Motion Picture Institute'

mon also said he feels deeply of personal contact in Holly- among producers; in fact, gst all makers of pictures; and ggests a "Motion Picture Insti- with its own magazine, semi- and research. "There have been rful articles written and in- able surveys," he said. "But I never seen any genuine periodi- eetings or research. I see the rugged free wheelers. I'm one f. But I know the problems are and changing so rapidly, they be shared. The only place where is any semblance of discussion ted Artists. The rest of the stu- eem to me like museums, and ttitude seems to be that TV ere. This is a billion dollar industry, like steel, and oil, and it should protect itself."

Harmon said he won't help UA sell "Anna"; he relies on the company sales force. Sammy Davis and Eartha Kitt, however, are making personals.

M.P. Daily picture

THE APPEAL, by industry chairman Alex Harrison, at yesterday's Brotherhood luncheon, at which he introduced exhibitor chairman Ed Hyman, right, and the new Conference president Dr. Lewis Webster Jones, left.

Brotherhood Campaign Set

(*Continued from page* 1)

at a luncheon meeting at the Hotel Astor here yesterday.

The campaign will begin Feb. 18 in the New York metropolitan area and shortly thereafter nationally. Brotherhood Week is traditionally held the week preceding George Washington's Birthday, this year the week starting Feb. 15.

Harrison told the approximately 60 industy representatives at the meeting that his committee had decided not to hold the annual Brotherhood dinner in New York this year. For many years now the dinner traditionally has served to launch the industry campaign. Harrison added that it was hoped that those who have supported the dinners in the past will continue their support by contributing an equivalent sum this year directly to NCCJ.

Campaign Kits Provided

Campaign kits for theatre collections were promised to exhibitors by Feb. 1.

Harrison introduced Dr. Louis Webster Jones, new president of NCCJ, whose fitness for the office, he said, was demonstrated by the fact that as president of the University of Arkansas he had integrated classes there long before the U. S. Supreme Court decision was handed down.

Dr. Jones thanked the industry for its help to the Brotherhood campaigns over the years, in the production of films that champion democracy as well as in fund-raising. He described the NCCJ's work as helping to put decency into human relations and promoting unity in American national life.

"We lead the world in championing democratic ideals," he observed, "yet our Achilles heel may be that we do not do enough to bring together the diverse groups within our own country. Unless we do, we weaken our position before the world."

Hyman said he was confident that all exhibitors and especially those supporting his orderly release efforts will cooperate in the coming campaign.

Suggests Benefit Shows

Harrison expressed the hope that this year's results will reverse a trend that has seen campaign contributions on the decline. He urged distribution executives present to make films available for special midnight benefit shows and received an instantaneous pledge from Abe Montague, executive vice-president of Columbia, covering "anything you ask for."

William J. Heineman, United Artists vice president, and co-chairman of two previous campaigns, urged better public and industry information on the aims of Brotherhood campaigns and their meaning.

At the suggestion of Ned E. Depinet, the meeting observed a moment's silence in respect for the memories of J. Robert Rubin, head of NCCJ's amusements division for years, and Saul Goldsmith of NCCJ, both of whom died last year.

Shea Theatres Win Tax Repeal in Ashtabula

Special to THE DAILY

ASHTABULA, O., Jan. 12.—Acting on representations made by the Shea Circuit that this city's admissions tax was discriminatory and threatened the continued operation of the Shea and Bula theatres, the city council repealed the tax, which produced only a total of $4,731 from the two Shea theatres last year.

The local press supported the Shea Circuit's petition and noted that 125 other Ohio cities previously had recognized the unfairness of their theatre ticket taxes and repealed them.

Horace Adams Heads New Shipboard Race Game

Special to THE DAILY

CLEVELAND, Jan. 12. — Horace Adams, president of Allied States, drive-in and hard-top theatre operator and race track owner, has added another enterprise to his endeavors. He heads Cin-Maraces, a horse racing game for shipboard entertainment. Luxury liners like the Liberte, the Queen Elizabeth and Queen Mary, have signed to use it.

The game employs films of actual horse races made originally for Adams' track records going back many years. Ship passengers place bets on the entries and the films then are projected showing the races from start to finish.

Brazil Decree

(*Continued from page* 1)

cree provides freedom from price control for special category (showcase) theatres, and establishes new maximum prices for three additional theatre classifications. The new maximum prices for first category theatres will be 30 cruzeiros, for second category theatres, 22 cruzeiros and for third category theatres, 15 cruzeiros.

The former maximum admission price was 18 cruzeiros for "scope pictures," and 12 cruzeiros for standard prints. It is understood that the new decree eliminates any classification by system or scope of product, but rather only by the type and quality of release house.

Issuance of the decree culminates 18 months of intense MPEA negotiations with Brazilian authorities.

McWilliams Named

(*Continued from page* 1)

and Taylor Mills, director of public relations for the MPA, on promotion for the 1959 "Oscar" show, it was announced yesterday by Charles Simonelli, chairman of the MPA advertising and publicity directors committee.

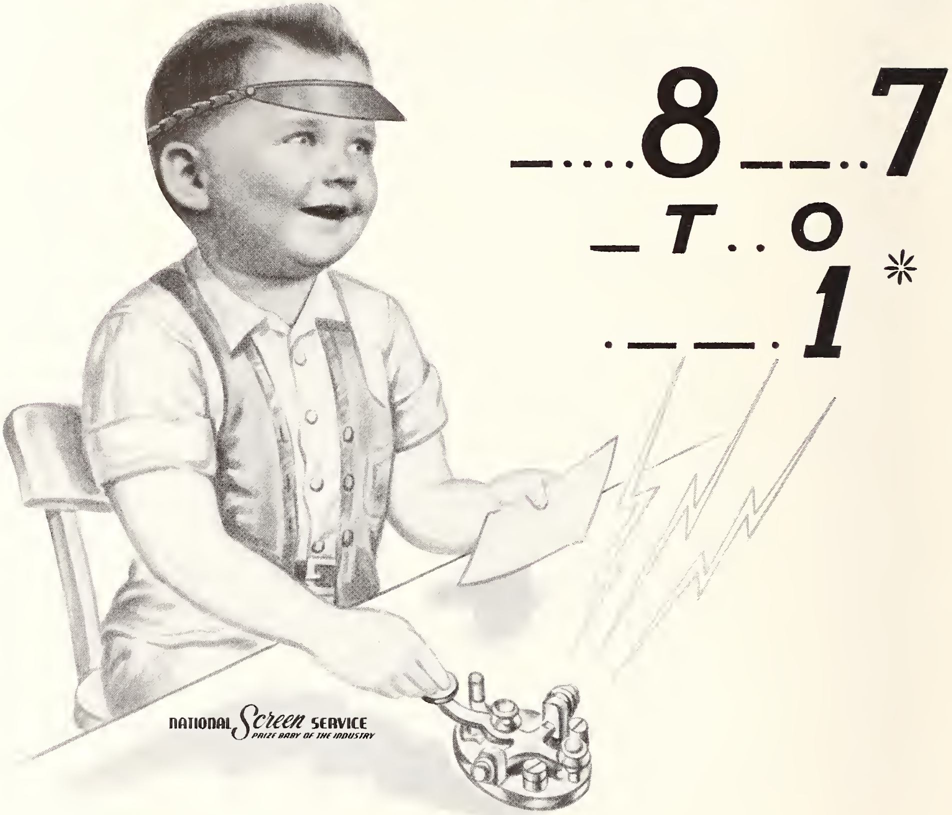
McWilliams will assume the new assignment Jan. 19 to assist in carrying on the work started by Sid Blumenstock, whose resignation as coordinator of all MPA promotion and publicity activities in connection with the telecast is effective Jan. 16. Blumenstock takes over his new duties as advertising and publicity vice-president of Embassy Pictures Jan. 19.

In accepting Blumenstock's resignation, the committee unanimously indicated their appreciation for the excellent work that he has done in preparing the ground work of an all-out, all-media promotional campaign for the April 6 telecast.

George H. Thomas, 52

CLEVELAND, Jan. 12—George H. Thomas, 52, who owned and operated the George H. Thomas Trucking Co., serving film companies in the Conneaut-Ashtabula area, died suddenly following a heart attack.

SPENDING
and RECEIVING!


—....8 ——..7
—T..O
.——.1*
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

The Prize Baby is proudly telegraphing his boxoffice punch with trailers—the key which taps 87 ticket sales for each one spent!

No wonder every smart showman is on the receiving end of this ratio message.

* Decoded, the above dots and dashes of the Morse Code mean 87 to 1 and refer to the ratio of admissions dollars motivated by trailers to trailer expenditures as established by the most recent Sindlinger survey.

All
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That
News

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to the
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35, NO. 8 — NEW YORK, U.S.A., WEDNESDAY, JANUARY 14, 1959 — TEN CENTS

nimously

Y. Exhibitors prove Entire E Program

Area Chairmen inted for Committees

imous approval of the entire n of the American Congress of ors was expressed by a meeting York exhibitors at the Hotel yesterday. After hearing the e program explained by S. H. Sol Schwartz, and Max Cohen national executive committee, exhibitors, representing about atres, gave their complete en- ent to the aims of the national ation.

l area chairmen were appointed of the six national committees on the ACE agenda. They slie Schwartz, Century Circuit,

(*Continued on page* 4)

e Offered 2-Year As Compo Attorney

Compo triumvirate has pro- two-year retention of Robert yne as attorney for the all- organization on a retainer Coyne was Compo's special for a number of years until ame president of the Distilled Institute in Washington, Jan. new post permits him to de- art-time to outside activities the Compo consultative post. e it was stated no agreement yne has been ratified or signed was clearly indicated that there en a meeting of minds.

beth Taylor Is d 'Star of Year'

Special to THE DAILY

SBURGH, Jan. 13—Elizabeth has been chosen as "Star of the y Allied States and will appear n to accept the award Jan. 28, ay of the organization's sixth

(*Continued on page* 24)

ISION TODAY — P. 21

Four Features Budgeted at $12 Million Planned by Preminger for 1959-'60

(Picture on page 4)

A four-picture production schedule budgeted at $12,000,000 has been set by Otto Preminger for 1959-'60, the producer disclosed to press representatives at a luncheon at 21 Club here yesterday.

Of the four, "Exodus," budgeted at $5,000,000, will be made in Todd-AO in Israel, with shooting scheduled to start toward the end of the year. "The Other Side of the Coin," budgeted at $3,000,000, is scheduled for production next year in Malaya and also may be shot in Todd-AO, Preminger said.

The producer, who recently com-

(*Continued on page* 4)

Green to Drop Proxy Fight

Louis Green, dissident Loew's stockholder who refused to resign from the company's board of directors after selling a large block of his brokerage company's holdings in Loew's to Nathan Cummings and associates recently, reportedly has let it be known that he will not attempt to wage the proxy fight he has threatened for the annual meeting of Loew's stockholders next month.

Green filed notice with the Se-

(*Continued on page* 4)

Academy Repeals Rule Aimed at Communists

From THE DAILY Bureau

HOLLYWOOD, Jan. 13. — The Academy of Motion Picture Arts and Sciences has repealed as "unworkable" its by-law (passed Feb. 6, 1957) which made it ineligible for anyone to receive an Academy Award who admitted membership in the Communist party, or refused to answer any committee's question on whether he is, or was, a member of the party,

(*Continued on page* 4)

Communion Breakfast Set in L. A. Feb. 1

From THE DAILY Bureau

HOLLYWOOD, Jan. 13 — The eighth annual Communion-Breakfast for Catholics in the motion picture and television industries in the Los Angeles area, will be held Sunday, Feb. 1, at 10 A.M. at the Hollywood Palladium.

M. J. E. McCarthy, of Allied Artists,

(*Continued on page* 3)

'Old Man' Set to Go In General Release

"The Old Man and the Sea" will be placed in general release by Warner Bros. on Jan. 28 with one of the biggest multiple bookings in the company's history set for the three following weeks, it was announced yesterday by Ben Kalmenson, executive vice-

(*Continued on page* 24)

Three-Classification N. Y. Film Bill Introduced by Marano and Conklin

Special to THE DAILY

ALBANY, N. Y., Jan. 13.—Commenting on the introduction today by Sen. William T. Conklin, Brooklyn Republican, and himself, of a bill requiring the State Education Department's motion picture division, in licensing a film, to classify it as suitable for "general patronage," "adults and adolescents" or "adults only" and providing that exhibitors in advertising the showing of such film "shall note the classification thereof," Assemblyman Luigi R. Marano, of Brooklyn, asserted "the measure would aid in the fight against juvenile delinquency."

This because the legislation would "alert" parents to the fact certain pictures "might corrupt the minds of youngsters" and therefore should not be seen by them."

Marano emphasized that a qualified and authorized state agency would make the classifications. "The state has a duty in the field of public policy, to protect its citizens," declared the lawyer; "if the state legislature feels it necessary, in the interest of public policy, to classify motion pictures,

(*Continued on page* 3)

Acquires DCA Set-Up

Roach Forms New Outlet for Distribution

Company Expects to Have Up to 25 Films a Year

Hal Roach Studios has acquired the distribution facilities of Distributors Corp. of America and formed a new subsidiary to be known as the Hal Roach Distribution Corp. Joint announcement of the deal was made here yesterday by Hal Roach, Jr., president of Hal Roach Studios and chairman of the board of Mutual Broadcasting System; and Fred J. Schwartz and Arthur Sachson, DCA president and vice-president, respectively.

Terms of the deal were not divulged, but it was stated that a cash payment to DCA by Roach was involved.

It is anticipated that the new company will have from 20 to 25 pictures for release annually. Some of these

(*Continued on page* 22)

Angel Hits Sunday Terms in Britain

By PETER BURNUP

LONDON, Jan. 11 (By Air Mail)—On the eve of his departure to Hollywood to negotiate stars for his next 20th-Fox production "South by Java Head," Daniel M. Angel hurled a bombshell at theatre-men here.

"I will give up feature production and go into television if exhibitors continue to insist on booking important British films on Sundays at 25 per cent," he proclaimed.

"We have had the Bernstein Plan

(*Continued on page* 2)

Cinema Lodge Meet to See Film of Its Work

A general membership meeting of Cinema Lodge, B'nai B'rith, will be held on the evening of Jan. 21 at the Hotel Astor here, Joseph Rosen, president, announced yesterday. There will be a first showing of the Cinema Lodge film production, "People and

(*Continued on page* 3)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit from New York.

•

GEOFFREY MARTIN, director of advertising-publicity for Rank Film Distributors of America, has returned to New York from Miami.

•

HAROLD HECHT and BURT LANCASTER, of Hecht-Hill-Lancaster, and BERNARD M. KAMBER, advertising-publicity chief, will arrive in New York today from the Coast.

•

JANET MUNRO, who recently completed "This Man on a Mountain" in Switzerland for Walt Disney, will return to New York from Europe today via B.O.A.C.

•

J. FRANCIS WHITE president of Howco Productions, Charlotte, and JOY N. HOUCK, vice-president, New Orleans, have left for England and the Continent.

•

ROBERT LOGGIA, radio and TV actor, has arrived in New York from Hollywood.

Columbia to Push New Faces Promotion

Special to THE DAILY

NEW ORLEANS, Jan. 13.—Bringing Columbia's new, young stars to the attention of the whole world will be a prime target of the company's promotional forces in the coming months. This is what Jonas Rosenfield, Jr., executive in charge of advertising and publicity, told the meeting of the company's Southern division and branch managers here today.

At the concluding session of the second of four regional sales meetings being held this month, Rosenfield explained to the sales executives some of the means to be utilized in promoting the young actors and actresses, individually and as a group.

Promotion Emphasized

"Columbia management and the independent producers are laying the groundwork for this program, the former by scouting and signing these new talents, the latter by placing them in key roles in major productions. It will be up to our promotion team to design and execute introduction campaigns that will achieve a tremendous degree of penetration, not only among the regular movie-going public but among those whom we must win back to regular patronage," Rosenfield said.

He mentioned that the young stars, including Joby Baker, Micha Callan, James Darren, Joanna Moore, Jo Morrow and Evy Norlund, would appear in special shorts for both industry and theatre use, will be involved in merchandising tie-ups, would undertake personal appearance both singly and in groups and would be the subjects of intensive publicity drives in all media.

British Producers Campaign for Restrictions in '60 Quota Act

By PETER BURNUP

LONDON, Jan. 11 (By Air Mail)—The present Quota Act expires in 1960, and producers are already campaigning for restrictive treatment of Anglo-American joint productions in the continuing Act of Parliament.

They agree that such productions as "Bridge on the River Kwai" should rank for Quota but they claim that special treatment should be accorded the resulting so-called Eady money. The Producers' Association has long demanded that Eady bonuses should remain in this country and not be shared by the American financers of a project.

Strong representations have already been made to the Board of Trade in that sense and BFPA spokesmen express themselves as being confident that the next Quota Act will be amended accordingly.

London Office Silent

MPAA's London Office to date has made no comment on the matter but it is considered likely that the Johnston office in Washington will have strong views to express in its regard.

Exhibitors here have reason to be grateful for the benefits of Anglo-American Quota offerings and have not been slow in expressing that appreciation.

Following discussions with the CEA, the two producer organisations express themselves as confident that the current rate of product will justify a continuance of the present statutory Quota of 30 per cent in the year beginning October next.

Expect Trend to Continue

In spite of prophesies to the contrary, they say that "feature production seems to have attained a level over the past four or five years and there appears to be a continuation of the trend."

They will so inform the Cinematograph Films Council, the body charged to advise the Board of Trade in such matters.

'Mouth' Does $13,243

"The Horse's Mouth" registered a solid $13,243 gross in its ninth week at the Paris Theatre here. The United Artists release started its tenth week on Monday.

Angel Hits

(*Continued from page* 1)

for keeping the industry in business by controlling the release of films to television," Angel added. "Now I propose the Angel Plan as a way of keeping producers in business. John Davis has proposed rationalisation for exhibitors; my plan might be called rationalisation for producers."

The lower Sabbath Day percentage rental rates have long irked distributors here. Exhibitors, it is pointed out, cheerfully pay 50 per cent and even up to 60 per cent for worthwhile pictures during the week. Why, therefore, should they insist on a maximum of 25 per cent for a special Sunday screening, producers and distributors ask.

In the case of a seven day booking the vendors have no complaint. It's those special Sunday bookings which disturb them.

Leading exhibitors are quick to point out that those special bookings have their own peculiar difficulties. Theatre staffs are paid double wages for Sunday work and generally demand a day off also. Theatres must also bear the Sunday Opening Levy.

U.K. Granada Circuit Profit Shows Advance

From THE DAILY Bureau

LONDON, Jan. 11 (By Air Mail)—Sidney Louis Bernstein's Granada Group, which in addition to its 60 choice theatres, operates the weekday Lancashire and Yorkshire programme for commercial TV, shows a net profit for the year to Sept. 27, 1958 of £776,374 compared with £158,712 in 1957.

The profits accruing from the television operation were not disclosed in the company's report but in a subsequent statement those profits for the first seven months—May to November—of its current year are shown at £900,000 before tax against £350,000 in the previous comparable period.

Bernstein, in his report to his stockholders, pins his faith to the future of theatres by expressing confidence that the Government must sooner or later "see the light in regard to Entertainment Tax and the Sunday Opening Levy."

As a result, he declares, Granada has gone ahead with plans for bringing its cinemas up to completely modern standards.

TENT TAL

Variety Club News

BUFFALO — A Variety Club c for $41,118.08 for the Children's habilitation Center was presente the annual installation dinner of No. 7, held at the Statler Hilton H at which time continued suppor the center was pledged by Ma Jacobs, chairman of the heart mittee of the club.

The event also marked the sentation of "Great Heart Award Dr. Charles D. Broughton, re emeritus of the Episcopal Church the Ascension, and Dr. Joseph Fink, rabbi of Temple Beth Zion 34 years, both of whom have se as chaplains of Tent No. 7 for years.

△

PITTSBURGH — Dick Powell, got his show-business start in P burgh, will headline the guest li the 31st annual banquet of Tent 1 on Jan. 18 at the Penn-Sher Hotel honoring outgoing chief ba Harold C. Lund. Powell will be companied by his wife, June Ally Rege Codic, KDKA radio persona will act as master of ceremonies

△

DES MOINES — The annual augural ball and installation of cers of Tent No. 15 will be held Saturday at the Standard Club addition, a group of new mem will be inducted. Several official the City of Des Moines will atten

△

BALTIMORE — For the first in the history of the Baltimore riety Club, the Advertising Club Baltimore will hold a "Salute to riety" luncheon. The affair will place today at the Emerson H George Eby, chief barker of Va Clubs International, will be g speaker.

△

Prisoners See 'Anna'

Some 200 prisoners of the Hous Detention for Women here will tend the first motion picture pre ever held in the institution to to see "Anna Lucasta." The Un Artists release, which also opens day at the Victoria Theatre on Br way, was selected for the special sh ing by Commissioner of Correc Anna M. Kross.

SW Dividend 25c

The board of directors of St Warner Corp., has declared a divi of 25¢ per share on the com stock payable Feb. 25 to stockho of record Feb. 10.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

ow Films on
' 9-Best List

Special to THE DAILY

UMBUS, O., Jan. 13. – Louis
resident of the Art Theatre
operator of the Drexel here,
o test the boxoffice power of
hosen in "best of the year"
ring February. He will show
"best films of 1958" as chosen
ae Magazine on a split-week
single features. The list in-
"The Enemy Below," "The
Cost of Loving," "The Key,"
d the Colonel," "The Defiant
"Hot Spell," "The Big Coun-
Damn Yankees" and "The God-

t Bill to Speed Up
ness Investment

From THE DAILY Bureau

HINGTON, Jan. 13.–House
Business Committee Chairman
(D., Tex.) said he was draft-
gislation to accelerate opera-
nder last year's Small Business
ent Act.

act was designed to stimulate
investment companies to invest
l firms. Patman said no small
s investment company has yet
thorized, though the act was
six months ago. He blamed the
Business Administration for "re-
, red tape and delay."

proposed legislation, Patman
ould provide for the program
lministered by an independent,
an commission, rather than
S.B.A. It would also pro-
r the sale of securities on the
l market to raise private capi-
tead of relying on Congres-
appropriations. Patman is also
ranking member of the Banking
tee, which would handle such
on.

ny Bill Would OK
er Sunday Starts

Special to THE DAILY

ANY, N. Y., Jan. 13. – Sen.
F. Condon, Yonkers Repub-
as introduced a bill amending
al Law to permit public sports
blic entertainment on Sunday
minutes past 1 P.M. instead of
P.M.

957 Condon sponsored a simi-
asure. It passed the Senate
ched third reading in the As-
before being re-committed.

ma Lodge

(*Continued from page* 1)

a," which depicts B'nai B'rith's
tarian contributions and ser-
the Armed Forces and hospi-
veterans. Ben Grauer, narrator
film, will attend the meeting
with other prominent person-

h Margulies, Cinema Lodge
esident, will be chairman of the
g.

N. Y. Film Bill

(*Continued from page* 1)

then, in its sovereign right, the legislature can do so."

Indicating there might be developments, after a weekend conference in New York, Marano suggested the possibility of placing the responsibility for observance of the proposed classifications, "on the theatres."

One other lawmaker observed that "without discussing the merits of the bill," the word "adolescents" should be pin-pointed."

Marano had said last week he and Conklin would revert to the two categories provided in their 1957 bill—"suitable for adult audiences only" and "suitable for exhibition to all persons."

Feels It Is 'More Acceptable'

He explained today they had been advised the three classifications plan should make the bill "more acceptable," that there would be greater flexibility, rather than the necessity for an "either or" choice.

Dr. Hugh M. Flick, former director of the Education Department's motion picture division, has long advocated a classification system. However, the Regents have never approved such plan.

Dr. Flick believes classifications would provide a "positive" approach to censorship, would also introduce a desirable "control" factor in pictures suitable for children and teen-agers, "the group on whose education millions of dollars are spent annually."

Heflin Meets Press

Van Heflin, star of Paramount's "Tempest," on separate occasions last night met with the company's sales executives and reviewers of the motion picture trade press. He is scheduled to start a field tour soon to promote the Dino DeLaurentiis production. Heflin dined last night at the company's home office with Paramount division managers and headquarters executives who yesterday began three days of sales meetings under the chairmanship of George Weltner, Paramount Pictures vice-president in charge of world sales.

Following this, the actor called at Sardi's Restaurant to greet the trade press reviewers at a Paramount-sponsored dinner that preceded a special screening of "Tempest" at the Loew's home office preview room.

Alexander Promoted

Joseph Alexander has been named RKO Theatres' division manager for Ohio, Harry Mandel, vice-president for theatre operations, announced here yesterday. With this promotion Alexander, who was city manager for Cincinnati, will supervise all RKO theatres in Columbus, Dayton and Cincinnati.

Edward McGlone will continue as city manager for Columbus, and Ansel Winston as city manager for Dayton. Alexander will make his headquarters at the RKO Albee Theatre in Cincinnati.

Washington Studios Reorganize Board

From THE DAILY Bureau

WASHINGTON, Jan. 13—National Film Studios, Inc., announced today a reorganization of its board of directors as the first step toward expansion of independent production activities here. The company has completed shooting on its first full-length film, "Dead To The World."

Harold A. Keats continues as president with two newly-elected vice-presidents: Edward W. Alfriend IV of Alexandria, Va., and Stanley Allen of Washington and Arlington. F. William Hart of Falls Church, formerly vice-president, takes over as secretary-treasurer while continuing as managing director of the sound stages here. Mr. Hart was also the producer of "Dead To The World."

"We are now developing a production schedule that will lead to a minimum of four major pictures annually in a Class A category with name stars and directors," Keats said. "As independents we are confident we can help ease the shortage of quality product in today's film market."

Announcement is expected at an early date on distribution plans looking toward release this spring.

Communion Breakfast

(*Continued from page* 1)

general chairman of the event, also announced that Holy Mass will be celebrated by His Eminence James Francis Cardinal McIntyre, at 9 A.M. at the Blessed Sacrament Church on Sunset Blvd.

Chairman McCarthy also appointed the following committee chairmen: Arrangements: John Lavery; entertainment: Anthony Caruso and Paul Maxey; printing: Doug Bridges and Fred Lehne; tickets: Selby Carr; ushers: Tony Regan and Matt Gilligan; parking: Chief Maurice Cantlon; and publicity: Blanche Forst.

Rt. Rev. Monsignor John S. Devlin is spiritual director for the group. Keynote speakers and entertainers for the breakfast will be announced shortly.

Editors Reelect Amy

HOLLYWOOD, Jan. 13. – The American Cinema Editors re-elected George Amy to a third term as president of the organization at their 10th annual elections held yesterday. Others chosen are: Harold Kress, vice-president; Terry Morse, secretary, and Stanley Johnson, treasurer.

Four new board members were selected: Roland Gross-Berger, Dan Nathan and Robert Sparr. Board holdovers are: Tom Neff, Leon Barsha and Michael McAdams.

3 for Hoffberg

Three French pictures have been added to the current releases of Hoffberg Productions, Inc. They are "One Hour To Live And Love" featuring Fernandel, Gaby Morlay and Charles Trenet; "Woman for The Night" with Micheline Presle and Fernand Gravet and "Passionate Villain" with Serge Reggiani, Denise Noel and Renne Fauree.

PEOPLE

Walter G. Bain, since 1954 vice-president and general manager of Republic Aviation Corp., Farmingdale, L. I., has been elected vice-president, Washington office, Defense Electronics Products, Radio Corp. of America.

◆

Frank Kassler, president of Kassler Films, Inc., distributors of "He Who Must Die," French-language film, today will accept from Bosley Crowther, "New York Times" motion picture critic, the 1958 Joseph Burstyn Award honoring the picture as the best foreign film of the year. Presentation will be made during a cocktail party at the French Film Office here.

◆

William S. Paley, chairman of the board of Columbia Broadcasting System, has accepted the broadcasting industry chairmanship of the 1958-1959 campaign of the Federation of Jewish Philanthropies. The current year's goal is $18,000,000, for service to some 700,000 persons of all races and creeds.

◆

Irving Sochin, formerly general sales manager for Rank Film Distributors of America and recently national sales consultant for Nordisk Films' "Dollars from the Sky," is now concluding negotiations for the theatrical and television rights of Crockett Johnson's cartoon characters, "Barnaby" and "Harold and His Purple Crayon," published by Harper Brothers.

◆

Bernadine "Bernie" Shragen has been named director of advertising-publicity for Cinerama in Pittsburgh. She succeeds **Mike Pollack,** who has resigned.

Tent 35's Installation Luncheon Here Friday

New York Tent 35 of Variety Clubs International will celebrate its 10th anniversary on Friday with a luncheon meeting at Toots Shor's restaurant here. The new officers and crew will be formally installed at the luncheon meeting, to which a number of personalities of the amusement world have been invited.

Walt Framer, television producer, is chairman of the luncheon. All paid up members will be the guests of the tent.

Cinerama in Germany

B. G. Kranze, vice-president of Stanley Warner-Cinerama announced this week that arrangements had been made to open two Cinerama theatres in West Germany. The Capitol Theatre in West Berlin will premiere "This Is Cinerama" at the end of March and the Apollo Theatre in Dusseldorf, some weeks later. The theatres will be operated jointly by Robin International and UFA Theatres.

N.Y. Exhibitors

(Continued from page 1)

toll television; Wilbur Snaper, Allied of New Jersey, distributor-exhibitor relations; Charles B. Moss, Criterion theatre, ways and means of channelling more product; Harry Goldberg, Stanley Warner circuit, research; and Sol Strausberg, Interboro circuit, industry-Government relations.

No local area chairman was appointed for the sixth committee, on post '48 films for television. The national committee has not yet completed the official agenda on this point.

All exhibitors in the New York area are asked to contact these chairmen if they have ideas or suggestions for the ACE agenda or if they wish to work on any of the organization's committees.

'At Long Last,' Says Cohen

Cohen, who conducted the meeting, stressed that "At long last and through the efforts of those who have labored hard to bring it about, we meet in a spirit of unity. Let it be emphasized and remembered," he continued, "that this meeting could not have taken place if there were no national and local exhibitor organizations."

He recalled the War Activities Committee and the unified exhibitor action which three times now has resulted in important admission tax changes. "Unity has always brought a record of accomplishment," he concluded, "and there is no reason why any exhibitor should ignore it now. We meet on a common ground where all viewpoints can be shared."

Both Cohen and Emanuel Frisch emphasized the fact that the meeting was well attended by small independent exhibitors from the area.

Seven on Dais

On the dais were Sidney Stern, president of Allied of New Jersey; Harry Brandt, president of the Independent Theatre Owners Association; Irving Dollinger of Allied of New Jersey; Edward Fabian; Cohen, Maury Miller and Strausberg.

After the resolution of endorsement was unanimously approved the meeting also approved the plan for the telecast of the 1959 Academy Awards and the Brotherhood drive.

DENVER, Jan. 13—A local area meeting for the American Congress of Exhibitors will be held here Jan. 15. Exhibitors from Colorado, Wyoming, New Mexico, South Dakota and the Texas Panhandle are expected to attend. Members of the national executive committee, headed by Robert Selig, will explain the aims of the organization.

Dual-Use Theatre Sold

PLAINFIELD, Conn., Jan. 13—The Lord Indoor-Outdoor Theatre here has been sold to Marie Theatres, Inc., of Springfield, Mass. Built in 1944 by Edward and Vincent Lord, it was the first operation of its kind.

Broker in the sale was Berk and Krumgold of New York.

M.P. Daily picture

OTTO PREMINGER SAYS. As the notedly independent producer-director talked freely, intimately, interestingly, to trade and news reporters yesterday. With him, Paul Lazarus, Jr., and Roger Lewis.

Preminger Sets '59-'60 Slate

(Continued from page 1)

pleted directing "Porgy and Bess" for Samuel Goldwyn, for distribution by Columbia, will leave here on Saturday for Ishpeming, Mich., locale for some of the scenes for "Anatomy of a Murder," on which shooting will start March 23. The picture is budgeted at $2,500,000. It will be followed in the fall by "Bunny Lake Is Missing," which will carry a $2,000,000 budget and will be shot in New York City, for the most part.

Has 'In-Between' Plans

In between pictures, Preminger said he will produce "Gen. Seeger," by Ira Levin, for the Broadway stage, his first stage endeavor since "The Moon Is Blue" in 1954.

Of the four pictures, all but "Exodus" will be made for Columbia. United Artists will distribute "Exodus."

Preminger chided the industry, moderately but earnestly, on what he termed its current disposition to generalize about trends in incorrect or misleading phraseology. For example, he believes the term "blockbuster" is used too loosely; frequently because of what a picture costs rather than because of its quality or potential box office strength. He cited "The Defiant Ones" as a picture made on a modest budget yet of blockbuster grossing proportions and the New York Critics' choice for best picture of 1958.

Decries Trend-Following

"The quality and success of a picture do not depend on the amount of money spent on it," he contended. "The inclination of the industry to follow trends sometimes goes too far. There is the trend to buy only a best seller or a costly stage hit just because they are that, and not because they would make good pictures.

"Also, there is the current conviction in the industry that only independent producers can make the great pictures today. Of course, the big studios can make them, too. I certainly hope the major studios will continue with their own production schedules. In my opinion, that will provide a very healthy variety of product, with the work of independents added. The major studios also will provide opportunities for those who can't be wholly independent, and yet have exceptional ability."

Preminger believes the current demand for "new faces" is being overdone, too. By way of example, he said James Stewart's role in "Anatomy of a Murder" is one that the actor can do better than anyone else the producer knows of. Under such circumstances, he asked, why insist on a "new face" that might not do as well?

Unworried by Pay-Demands

Star costs, he believes, are simply a "matter of demand." A star has the right to set a price on his services. "If that price is too high, I don't sign them," he said. "Nor do I cry over their asking prices. The ones who do haven't imagination enough to do without them."

Preminger urged the trade press not to encourage generalizations of the kind he referred to.

He spoke enthusiastically of the Todd-AO process and its six-channel sound system, saying that it added to his enjoyment in directing "Porgy and Bess" and that it "contributed a great deal to everything the picture is and stands for," and that having it at their disposal enriched the picture visually "because we tried to shoot it differently."

Praised by Lazarus, Lewis

Paul Lazarus, Jr., Columbia Pictures vice-president, one of the guests at the luncheon, described Preminger as an "independent-independent, one who selects a property only because he believes in it as good film material and who sticks to his choice regardless of whether a distributor likes it, and who casts it himself and sees it through. He is a true, creative force in the industry."

Roger Lewis, United Artists advertising-publicity director, also a g lauded Preminger's indepen achievements.

The producer replied to those have contended recently that berate promotional efforts to the Leon Uris novel, "Exodus" a seller are improper, by saying unless a literary work has inh merit it would not be possibl make it a best-seller. "Only a work can be so helped," he sai

David Golding Heard

David Golding, advertising licity director for Preminger, wh companied him here from the C discussed details of the forthco productions.

Green to Dro

(Continued from page 1)

curities and Exchange Commis earlier of intention to stage a p contest. At last week's board me he and his associate, Jerome N man, gave no indication to other rectors whether they would r from the board, or attempt to con a proxy contest to remain on it.

Annual Meeting Feb. 26

The company then called a sp meeting of stockholders for Feb. to vote on the elimination of cum tive voting for election of company rectors. The annual meeting is sc uled for Feb. 26, at which time m agement's new board of 15 ca dates will be up for election. If proposal to end cumulative voting been carried, Green and New would have virtually no possibilit being reelected without additional from a proxy fight or other source

However, if the current fina district reports are correct, Green now decided to make no effort to reelection to the board. Neither nor Newman is on the new slate posed by management. Joseph T linson, the other dissident director signed last week.

Academy Repeals

(Continued from page 1)

it was announced today by the A cmy's board of governors.

The board of governors dec was that experience has proven by-law to be unworkable and practical to administer and en in view of the fact that control the engaging of talent for films not rest with the Academy, but i sole responsibility of the produ both major and independent, and the proper function of the Acad is only to honor achievement presented.

WOMPI Show Set

NEW ORLEANS, Jan. 13 New Orleans chapter of Wome the Motion Picture Industry will a minstrel show on Jan. 23 and Jesuit Auditorium. A great numb the members will play a part in show with Mrs. Josie Ory, directo the interlocutor. Proceeds will be to augment their service treasury.

LIBERTY
IN GOD WE TRUST
1925
ARS GRATIA ARTIS

THE YEAR OF THE LION

'58

'59

In April, 1958, Sol C. Siegel, one of the motion picture industry's outstanding producers, was appointed Vice-President in Charge of Production at M·G·M Studios.

Under Mr. Siegel's guidance a definite plan for a long-range production policy has been developed, with Ben Thau, Studio Administrator, and the Studio Executive Committee.

As part of this revitalized program, creative talent, technical skills and plant resources have been realigned to produce the strongest and most efficient organization in our Studio's history.

On the following pages you will find descriptions of pictures which, we believe, represent the strongest and most appealing line-up of M·G·M attractions in many years.

With the enthusiastic and energetic support of our entire organization, we hold a conviction that the caliber and quality of these releases will be continuously maintained in our Studio product.

Jo. R. Vogel

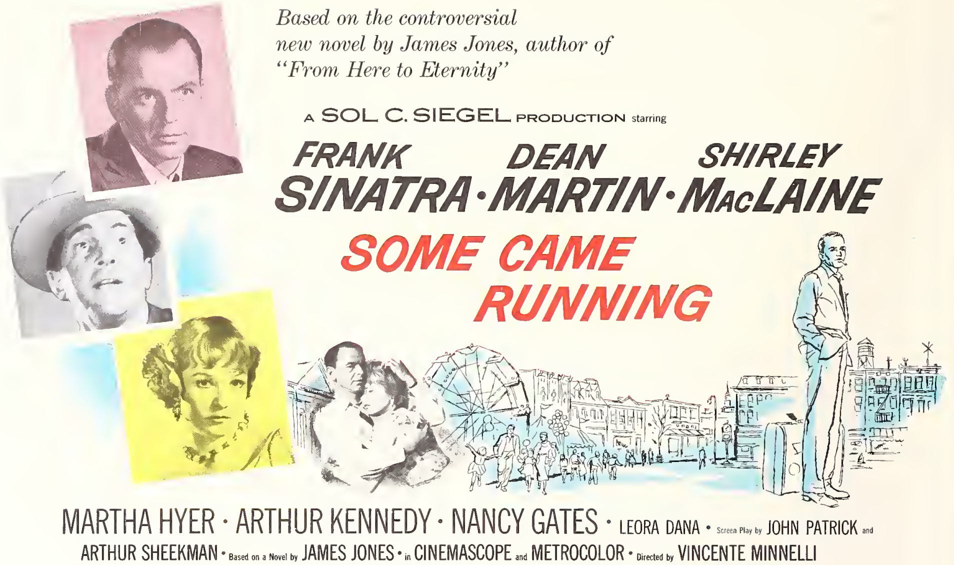
President

YOU CAN BANK ON M·G·M

LIBERTY
IN GOD WE TRUST
1925
ARS GRATIA ARTIS

'58

'59



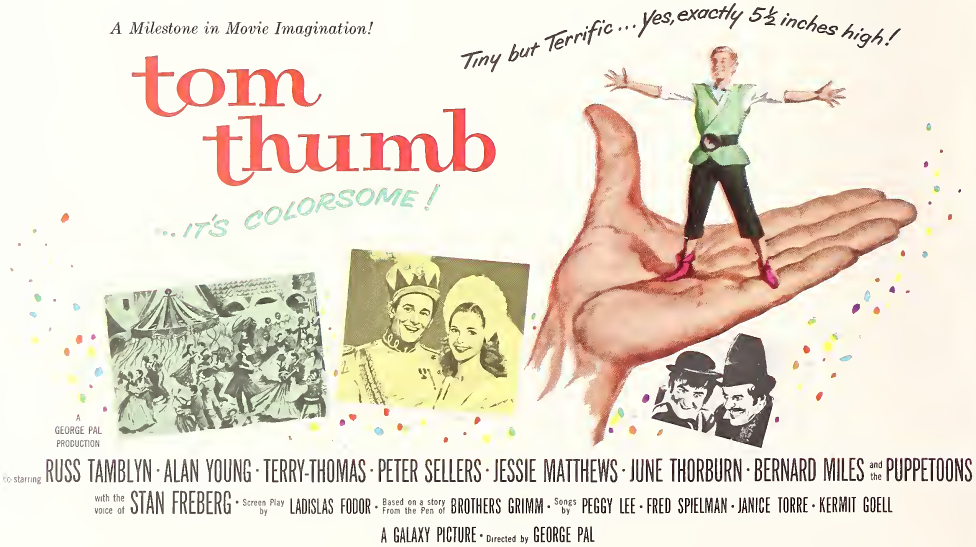
Based on the controversial new novel by James Jones, author of "From Here to Eternity"

A SOL C. SIEGEL PRODUCTION starring

FRANK SINATRA · DEAN MARTIN · SHIRLEY MacLAINE

SOME CAME RUNNING

MARTHA HYER · ARTHUR KENNEDY · NANCY GATES · LEORA DANA · Screen Play by JOHN PATRICK and ARTHUR SHEEKMAN · Based on a Novel by JAMES JONES · in CINEMASCOPE and METROCOLOR · Directed by VINCENTE MINNELLI



A Milestone in Movie Imagination!

tom thumb

..IT'S COLORSOME!

Tiny but Terrific... yes, exactly 5½ inches high!

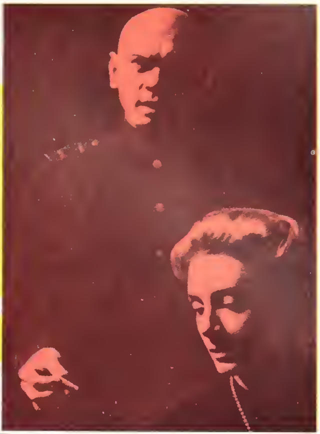
A GEORGE PAL PRODUCTION

co-starring RUSS TAMBLYN · ALAN YOUNG · TERRY-THOMAS · PETER SELLERS · JESSIE MATTHEWS · JUNE THORBURN · BERNARD MILES and the PUPPETOONS

with the voice of STAN FREBERG · Screen Play by LADISLAS FODOR · Based on a story From the Pen of BROTHERS GRIMM · Songs by PEGGY LEE · FRED SPIELMAN · JANICE TORRE · KERMIT GOELL

A GALAXY PICTURE · Directed by GEORGE PAL

A great love story told against
the violence and passions of the
frontier that inflamed the world!

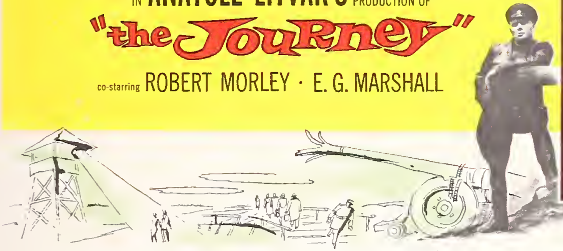


DEBORAH KERR / YUL BRYNNER

IN **ANATOLE LITVAK'S** PRODUCTION OF

"the Journey"

co-starring **ROBERT MORLEY · E. G. MARSHALL**



with KURT KASZNAR · DAVID KOSSOFF · MARIE DAEMS · and introducing **JASON ROBARDS, JR.** · Screenplay by GEORGE TABORI · in *METROCOLOR* · AN ALBY PICTURE Produced and Directed by **ANATOLE LITVAK**

'58-'59 you can BANK on M·G·M...

There is no past, time itself must
begin again... with just these three!

A SOL C. SIEGEL PRODUCTION

HARRY BELAFONTE | INGER STEVENS | MEL FERRER in

The WORLD, the FLESH and the DEVIL

Screen Play by RANALD MacDOUGALL · Screen Story by FERDINAND REYHER
Made by SOL C. SIEGEL Productions, Inc. and HARBEL Productions, Inc.
Directed by RANALD MacDOUGALL · Produced by GEORGE ENGLUND in *CINEMASCOPE*

SUSPENSE... ROMANCE...
in the breathlessly paced
HITCHCOCK manner!!

CARY GRANT
EVA MARIE SAINT
JAMES MASON in
ALFRED HITCHCOCK'S

NORTH BY NORTHWEST

co-starring
JESSIE ROYCE LANDIS

Screen Play by ERNEST LEHMAN

IN VISTAVISION AND METROCOLOR • Produced and Directed by ALFRED HITCHCOCK

The wit... the spice... the satire...
of BERNARD SHAW.

LESLIE CARON | **DIRK BOGARDE** in

the Doctor's Dilemma

co-starring ALASTAIR SIM · ROBERT MORLEY
From the Play by BERNARD SHAW
A COMET PRODUCTION • Directed by ANTHONY ASQUITH
Produced by ANATOLE DE GRUNWALD

A romantic comedy spectacularly filmed in Hollywood, London and Paris!

DEBORAH KERR · ROSSANO BRAZZI
MAURICE CHEVALIER in

Count your Blessings

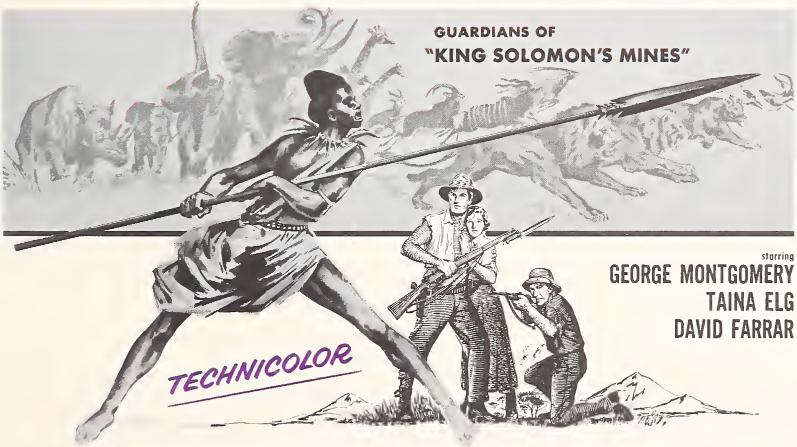
From the Novel "The Blessing"
by NANCY MITFORD

IN CINEMASCOPE AND METROCOLOR

Directed by JEAN NEGULESCO · Produced by KARL TUNBERG

'58-'59 you can BANK on M·G·M...

WATUSI



GUARDIANS OF
"KING SOLOMON'S MINES"

starring
GEORGE MONTGOMERY
TAINA ELG
DAVID FARRAR

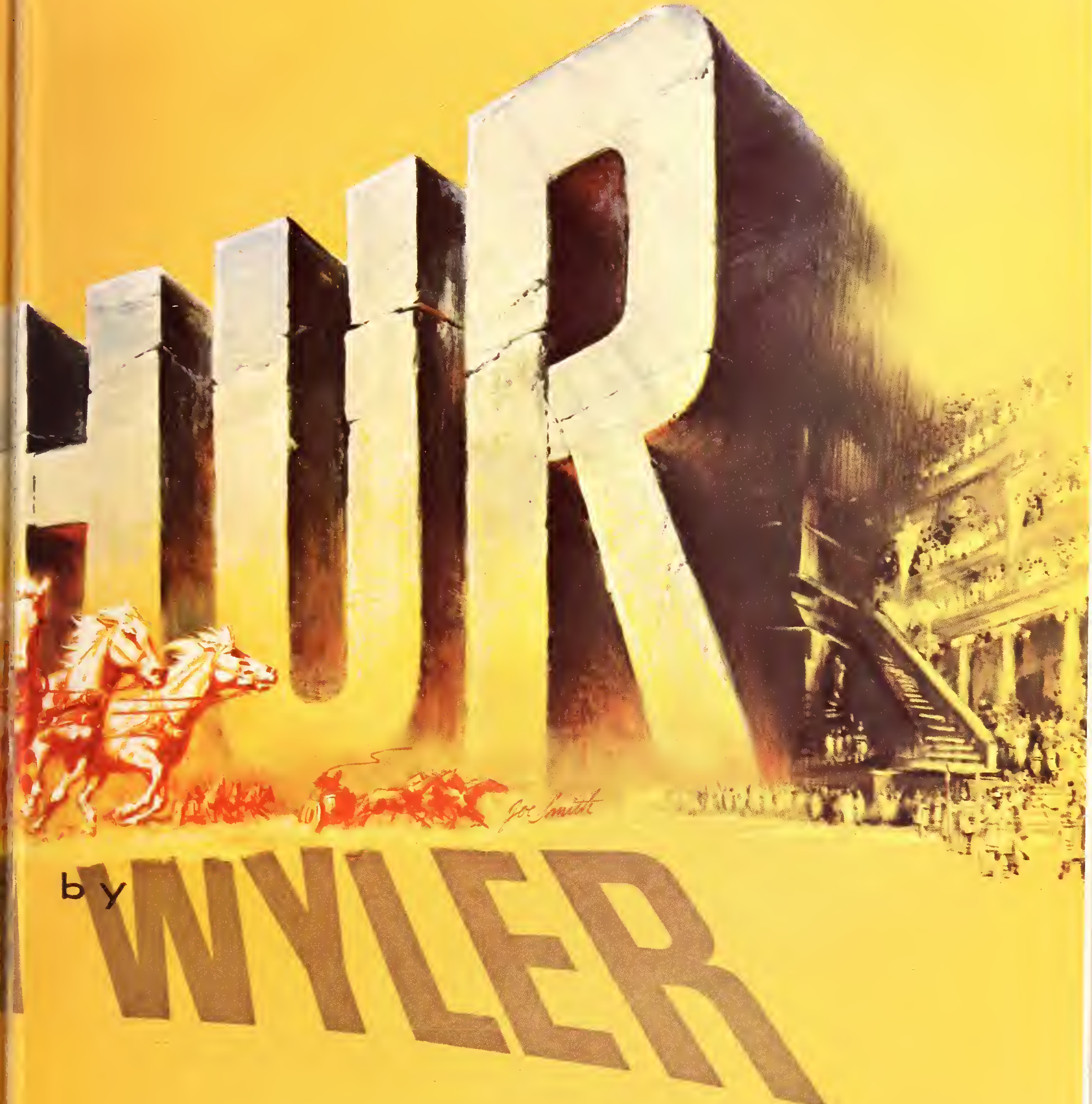
TECHNICOLOR

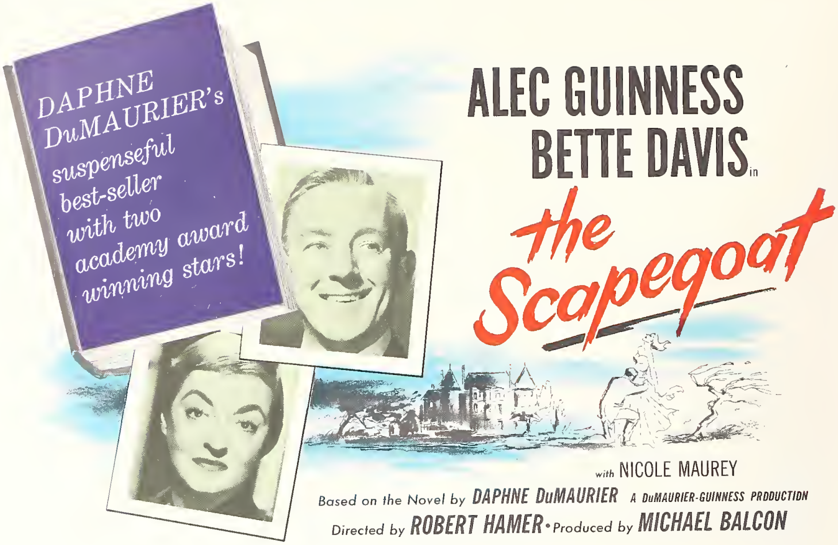
Screen Play by JAMES CLAVELL • Based on the Novel "KING SOLOMON'S MINES", by H. RIDER HAGGARD • Directed by KURT NEUMANN • Produced by AL ZIMBALIST

M-G-M
presents

WILLIA

Dir


HUR
Joe Smith
by
WYLER



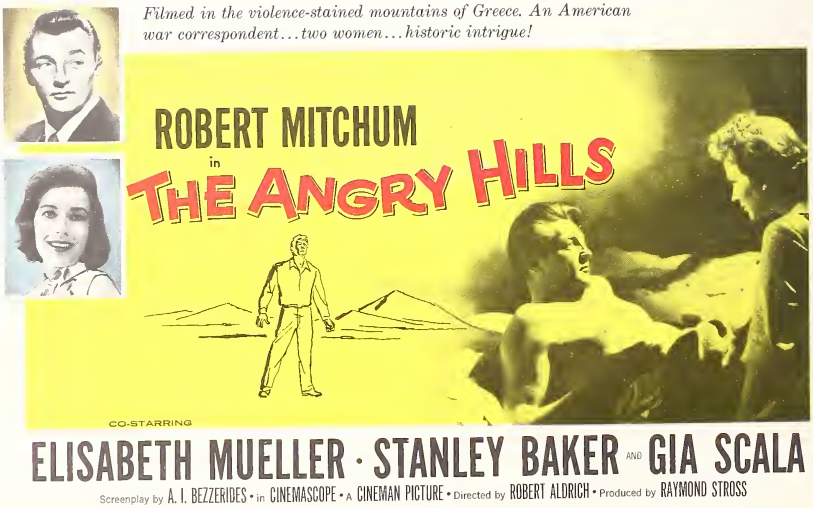
DAPHNE DuMAURIER's *suspenseful best-seller with two academy award winning stars!*

ALEC GUINNESS
BETTE DAVIS in

the Scapegoat

with NICOLE MAUREY

Based on the Novel by **DAPHNE DuMAURIER** A DuMAURIER-GUINNESS PRODUCTION
Directed by **ROBERT HAMER** • Produced by **MICHAEL BALCON**



Filmed in the violence-stained mountains of Greece. An American war correspondent... two women... historic intrigue!

ROBERT MITCHUM
in

THE ANGRY HILLS

CO-STARRING
ELISABETH MUELLER · STANLEY BAKER AND **GIA SCALA**

Screenplay by A. I. BEZZERIDES • in CINEMASCOPE • A CINEMAN PICTURE • Directed by ROBERT ALDRICH • Produced by RAYMOND STROSS

AUDREY HEPBURN · ANTHONY PERKINS

GREEN MANSIONS

W. H. HUDSON'S unforgettable story of Love and Adventure in the South American jungles!

CO-STARRING

LEE J. COBB

SESSUE HAYAKAWA · HENRY SILVA · Screen Play by JAMES COSTIGAN and DOROTHY KINGSLEY · Based on the Novel by WILLIAM HENRY HUDSON
IN CINEMASCOPE AND METROCOLOR · Directed by MEL FERRER · Produced by EDMUND GRAINGER

'58-'59 you can BANK on M·G·M...

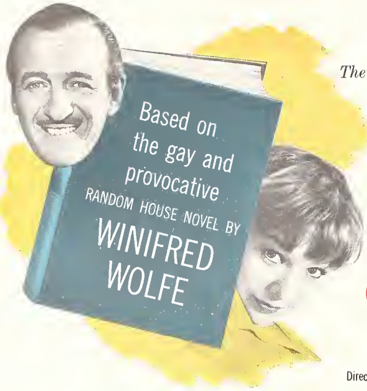
All about Love and Taxes...from the Hilarious Novel "Darling Buds of May"

DEBBIE REYNOLDS
TONY RANDALL
PAUL DOUGLAS in

The MATING GAME

IN COLOR!

co-starring
FRED CLARK · with UNA MERKEL · Screen Play by WILLIAM ROBERTS · From the Novel "Darling Buds of May" by H. E. BATES · Directed by GEORGE MARSHALL · Produced by PHILIP BARRY, JR.



The hilarious happenings of a
Girl in search of a career...
and a husband...or better yet...BOTH!

DAVID **NIVEN** · SHIRLEY **MacLAINE** · GIG **YOUNG** in

Ask any Girl

IN CINEMASCOPE and METROCOLOR · A EUTERPE PRODUCTION
Directed by CHARLES WALTERS · Produced by JOE PASTERNAK

The first picture about the much-discussed "beat generation" brings powerful exploitation values to the screen!

AN ALBERT ZUGSMITH PRODUCTION

THE BEAT GENERATION

STARRING
STEVE COCHRAN · MAMIE VAN DOREN
RAY DANTON · FAY SPAIN
MAGGIE HAYES · JACKIE COOGAN
and LOUIS ARMSTRONG AND HIS ALL-STARS

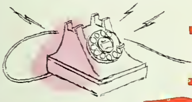
Guest Stars: CATHY CROSBY
RAY ANTHONY · DICK CONTINO

Screen Play by LEWIS MELTZER and RICHARD MATHESON · Directed by CHARLES HAAS

The star and creators of this smash Broadway Musical...
team with the great producer and director of "GIGI"!

AN ARTHUR FREED PRODUCTION

JUDY HOLLIDAY ☆ DEAN MARTIN



Bells are Ringing

IN COLOR!

From the Play by BETTY COMDEN and ADOLPH GREEN · Directed by VINCENTE MINNELLI

'58-'59 you can BANK on M·G·M...

DRAMA . . . from the most controversial subject of our times!

AN ALBERT ZUGSMITH PRODUCTION

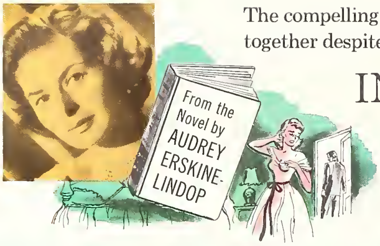
Night of The Quarter Moon

starring
JULIE LONDON · JOHN DREW BARRYMORE
ANNA KASHFI · DEAN JONES
AGNES MOOREHEAD and NAT "KING" COLE

Guest Stars: CATHY CROSBY · RAY ANTHONY · JACKIE COOGAN · CHARLES CHAPLIN, JR. · BILLY DANIELS

Screen Play by FRANK DAVIS and FRANKLIN COEN · IN CINEMASCOPE · Directed by HUGO HAAS

...AND YOU CAN BANK ON M·G·M FOR THE FUTURE TOO! HERE


From the
Novel by
AUDREY
ERSKINE-
LINDOP

The compelling novel of a man and woman drawn together despite a strange and unusual romantic barrier.

INGRID BERGMAN

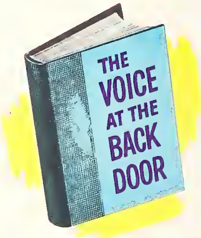
I thank a Fool

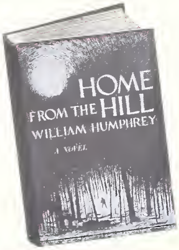
A SOL C. SIEGEL PRODUCTION

Winner of the important 1957 Rosenthal Award for distinguished literary achievement. New York Times book review termed it "A powerful, moving and true novel of the modern South" and The New Yorker said, "One of the two or three finest of the year."

VOICE at the BACK DOOR

WILL BE PRODUCED BY AARON ROSENBERG


THE
VOICE
AT THE
BACK
DOOR


HOME
FROM THE HILL
WILLIAM HUMPHREY
A NOVEL

"Superb scenes that glow in the memory" (New York Herald Tribune) "A notable achievement...epic grandeur" (New York Times) are just a few of the words of praise that made this one of 1958's best-sellers and a Book of the Month Club selection.

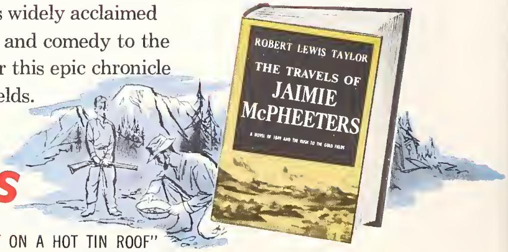
Home from the HILL

TO BE PRODUCED BY SOL C. SIEGEL

Twenty-one weeks on the best-seller lists, this widely acclaimed novel will bring a world of adventure, pathos and comedy to the screen. A top-star cast is being assembled for this epic chronicle of the wagon trains and the California goldfields.

The Travels of Jaimie McPheeters

FROM LAWRENCE WEINGARTEN, PRODUCER OF "CAT ON A HOT TIN ROOF"


ROBERT LEWIS TAYLOR
THE TRAVELS OF
JAIMIE
McPHEETERS

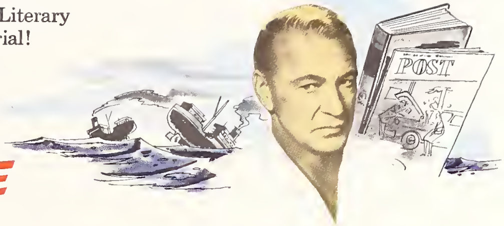
A FEW OF THE PROPERTIES NOW BEING PREPARED FOR PRODUCTION...

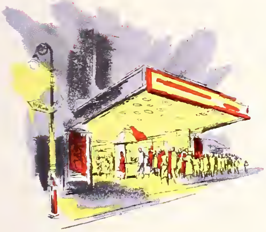
From Hammond Innes' exciting best-seller. A Literary Guild selection and Saturday Evening Post serial!

GARY COOPER in

THE WRECK OF THE MARY DEARE

PRODUCED BY JULIAN BLAUSTEIN





A new Tennessee Williams play is a major show business event. MGM has secured pre-production film rights to his latest, which will star Paul Newman on Broadway under the direction of Elia Kazan. This combines again the great talents that contributed so memorably to "Cat On A Hot Tin Roof."

SWEET BIRD of YOUTH

'58-'59 you can BANK on M·G·M...

NEVER SO FEW

"The impact is terrific," said top book trade reviewer, Virginia Kirkus, of this sensational first novel whose background is the Burma Road and guerilla warfare during World War II. A big scale but intimate story of men, their loves and their sacrifices.

NEVER SO FEW

TO BE FILMED IN BURMA BY PRODUCER EDMUND GRAINGER

An educator's block-busting new novel dealing with a high school principal's uphill and upbeat struggle to combat community-wide effects when shocking student orgies are discovered. Handled constructively, but with honest and driving force.

STRIKE HEAVEN IN THE FACE

PANDRO S. BERMAN WILL PRODUCE

"The book I've been waiting for years to publish," said the president of the Literary Guild whose selection it is for January 1959. A brilliant drama for one of the screen's top feminine stars by Romain Gary, author of "Roots of Heaven."

LADY "L"

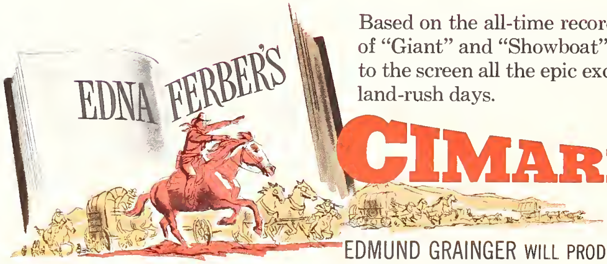
JULIAN BLAUSTEIN, PRODUCER

A runaway best-seller for over a year, plus Book of the Month Club, Reader's Digest magazine and syndication in 34 newspapers. Authoress Jean Kerr's hilarious spotlight on everyday life and experiences will be brought to the screen with all the importance its record-breaking literary history demands.

PLEASE DON'T EAT THE DAISIES

PLEASE
DON'T EAT
THE
DAISIES

JOE PASTERNAK WILL PRODUCE



Based on the all-time record best-seller by Edna Ferber of "Giant" and "Showboat" fame. The story will bring to the screen all the epic excitement of Oklahoma land-rush days.

CIMARRON

EDMUND GRAINGER WILL PRODUCE WITH AN ALL-STAR CAST

Vicente Blasco Ibanez' world-famous classic, set against a background of World War II and occupied Paris, maintains all of the color, excitement and impact of the original. Planned on a massive scale.

The FOUR HORSEMEN of the APOCALYPSE

THE
FOUR HORSEMEN
OF THE
APOCALYPSE

IT WILL BE PRODUCED BY JULIAN BLAUSTEIN

he Critics y . . .

nfluential as the many na- le syndicated TV columnists, hundreds of local news- ritics whose views—though evitably reflect regional pre- —more often than not have l validity. These reporters, o vote again this year in the MOTION PICTURE DAILY- poll of television talent and added a variety of comments ir views of the industry. them were the following

. **Grant, North Idaho Press, , Idaho:** Commercials too –lack dignity–insult intelli- f viewers. For hard sell. Dennis s hard to beat–sounds "be- ," doesn't irritate. Hugh James h, tops in dignity, fits his high ogram like a glove. Wonder going to happen when current westerns run their course. Be- ere is field for short-short-his- Think nets overlook news- pace to sell institutionally.

•

ilmore, The Vancouver Sun, ver, B.C. Canada: It is not n the content of the network s, but rather when the better s are aired. If some of the t programs seen on Sunday own at prime viewing times he week, many of TV's cri- ld be silenced. There is also ck of live drama and lively ion-discussion programs. On er hand, there are too many , many of which are bald of others.

•

Hoxie, Independent & Press- m, Long Beach, Calif.: The r improvement is much too r this space. The history of ment in this country is such re is little doubt but that will meet any challenge and ead . . . We, the viewer will e of that.

•

Bruning, The Coeur d'Alene oeur d'Alene, Idaho: There room on the networks for l-musical programs, not va- ws with music thrown in, in- semi-classical music; more taries of the sort The Twen- ntury is producing; and more n serious subjects such as orld.

gn Critics Elect

ers of the Film Critics' Circle reign Language Press of New cted new officers for the com- . The new president is James s, editor of the Greek Nation- ld; elected vice-president is J. Obierek, editor of the zas ("Times") and the new is Wladislaw Borzecki, film Nowy Swist, the Polish-lang- ily. Sigmund Gottlober was d executive secretary of the r his 19th consecutive year.

Television Today

Kodak to Sponsor Re-Runs of 'Love Lucy'

The Eastman Kodak Company will become a sponsor of "I Love Lucy" re-runs on CBS television starting Friday, it was announced by W. B. Potter, Kodak vice-president and director of advertising.

The company will sponsor segments of the program from 11:15 to 11:30 (E.S.T.) on alternate Friday mornings; the program is a daily weekday feature from 11 A.M. to 11:30 over Columbia.

For its daytime TV advertising, Kodak has until recently sponsored a 15-minute portion of "The Jimmy Dean Show" telecast on alternate Fridays.

Larger Audience Expected

By transferring its sponsorship to the "I Love Lucy" re-runs, Kodak expects to reach a larger national audience.

One Man's TViews

By Pinky Herman

BLAKE EDWARDS, creator-producer and director on alternate weeks of "Peter Gunn," the hard-hitting new "NBCrime doesn't pay" TV'er, left for Key West, Fla., Monday to direct the forthcoming Universal-International flicker, "Operation Petticoat," starring Cary Grant and Tony Curtis. . . . Warbler Don Casanave starts at the Poinciana Club in Palm Beach following 2 terrif weeks at the Whitehall there. Lad rates a regular spot on a net TV show. . . . Looks like Mutual of Omaha will continue to sponsor the fast-climbing quizzer, "Keep Talking," when it moves Feb. 8 to a new TV CBSlot. Program, a Wolf Associates Package (Herb Wolf, Exec Producer) features Carl Reiner as Panel Moderator. . . . The Colpix platter, "George Burns Sings," is the surprise of Record Row. The star of the NBColgate TV'er warbles four ditties, backed up by Jeff Alexander's Mellow Men Quartet, which certainly rates attention. . . . Discovered by the WNTAlented Paul Brenner, Suzie Lee, 16-year-old TVenus from Verona, New Jersey, makes an appearance tomorrow afternoon on the "Dick ABClark Show." A major label is dangling a tempting recording contract to Suzie who's as easy on the orbs as on the ears. . . . Glamorous Ethel Thorsen, currently seen Saturdays (6:00 P.M.) on Channel 9, starts her 9th year on the nets. . . . Two weeks ago, Johnny Carson was hobbling about on crutches yet on Monday nite he was seen as a dance contestant on the "Arthur Murray Show," on NBC. . . . The initial series, wholly-owned, produced and distributed by the Trans-Lux TV Corp. is "Felix, The Cat," of which there will be 104 episodes available by September. Prexy of the newly-formed division of Trans-Lux is Robert Brandt with Richard Carlton, TVeep in charge. . . .

* * *

One of the most popular "Mr. & Mrs." teams in the land is WMAL's (Washington D.C.) Jerry & Jimma Strong, who start their eighth consecutive year next month. Can you just imagine the small talk that listeners are privvy to during the daily five hours during which Jerry and Jimma split infinitives, hairs and an occasional discordant platter? . . . Dr. Victor King's efficient handling of the station's programs and the friendly and hep chatter on Bob Garick's "From Where I Sit" series, is WWIN-ing friends and influencing Baltimoreans. . . . Since acquisition of Channel 10 by National Airlines, Prexy Ted Baker has programmed more than the average number of hours devoted to "Public Service" over WPST, Miami. Seems to this observer TV could use more men of his calibre and sense of civic duty. . . . Lou Wilson, with 30 years experience in management field, associated with Wm. Morris, MCA and later his own firm, has joined Ashley-Steiner Agency and will head the firm's American-European TV activities. . . . At the banquet, held last Saturday at the Beverly Hilton Hotel by the Sunair Foundation for Asthmatic Children, Milton Berle was given another new title—NBComedian of the Century.

Jerry & Jimma

Who's Where

The appointment of **John Desmond** as WCBS-TV staff director was announced by **Dan Gallagher,** program director of WCBS-TV. Desmond's first assignment will be as director of "Camera Three," seen every week on more than 90 affiliated stations of the CBS Television Network.

◆

VanBuren W. De Vries, vice-president of Transcontinent Television Corp., has assumed the general managership of WGR-Radio, Buffalo, adding this responsibility to his previous assignment as general manager of WGR-TV.

◆

Hal Persons has been appointed account supervisor of Van Praag Productions, producers of television and industrial motion pictures, according to an announcement by **William Van Praag,** president of Van Praag Productions, New York, Detroit, Miami, and Hollywood. He will also handle sales promotion and publicity. Before joining the company, he was account executive for Harry S. Goodman Productions.

◆

John O. Downey has been named to the program department of the CBS Television Stations Division in New York, it was announced by **Craig Lawrence,** vice-president in charge of CBS owned television stations. He will be working with **Hal Hough,** director of program services for the CBS television stations.

◆

Richard J. Muller, former director of news and special events for WHCT (Channel 18), Hartford, CBS-TV owned-and-operated outlet, has taken a similar post at WNBC (Channel 30), West Hartford, NBC-TV owned-and-operated outlet.

Sketchbook Branch

BUFFALO, N. Y., Jan. 13—Establishment of a Buffalo branch of Sketchbook Films Inc. of North Hollywood, Calif., producers of animated and live-action films for television and industry, has been announced. Tino Bellanco has been appointed manager of the Buffalo branch. The Hollywood company was formed by Alexander D. Amatuzio, former Buffalonian and graduate of Lafayette High School. Mr. Bellanca is director of dramatics in Canisius College.

Wolff Back with Y&R

Nat Wolff, formerly a vice-president of Young & Rubicam and more recently with NBC as director of program development, is rejoining Y & R as vice-president in the radio-television department of the agency.

Roach Forms

(Continued from page 1)

will be supplied by DCA, which, retaining that name, will function as a production unit, financing pictures and acquiring product from independent producers.

Roach will produce from 12 to 15 films annually in Hollywood, he said. Others will be made abroad with from six to eight expected this year as part of the previously announced deal Roach has with Bob Bradford of Hy-Ford Productions. This arrangement involves some $10,000,000 and calls for 20 pictures to be made abroad over a period of years. Deals with other producers abroad are being discussed.

Now Negotiating for Two

At the present time, Schwartz said, DCA is negotiating for two films, one European and one American, which would be distributed through the new company. DCA now has some $1,125,000 tied up in distribution advances, and as these funds are realized, they will be reinvested in new productions.

First of the new films, Schwartz said, will probably be "Finian's Rainbow," an animated cartoon in which the company now has a large investment. A sound track has been completed but production was suspended after that. Expectations are to resume this summer.

Management of the Hal Roach Distribution Corp. will consist of Roach, as chairman of the board; Schwartz, president; Sachson, vice-president and general sales manager; Mitchell Klupt, vice-president and treasurer; Herbert R. Gelbspan, vice-president; and Herbert Schrank, secretary.

All personnel of the DCA home office and its 12 exchange offices will be transferred to the Hal Roach Distribution Corp.

Sachson said that as soon as the new flow of product from the Hal Roach Studios and other independent producers becomes available the company will increase its national sales force, establishing additional branches at strategic points and putting on more field men.

The new company will release its first picture in late March or early April. This will be "The Scavengers," a John Cromwell production starring Carol Ohmart and Vince Edwards.

Hal Roach Studios is wholly owned by the Scranton Corp., as is MBS.

RKO Rochester Theatre To Mark 30th Year

Special to THE DAILY

ROCHESTER, N. Y., Jan. 13.—The RKO-Palace here will celebrate its 30th anniversary on Jan. 21. The house was opened on Christmas in 1928, but the birthday celebration was delayed three weeks to coincide with the opening of "Auntie Mame."

District Manager Jay Golden and Manager Frank Lindcamp are planning a big celebration. One of the events on the program will be the reopening of the $125,000 organ that Tom Grierson used to play and old song slides will be flashed on the screen.

THE NINTH ANNUAL
COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 25. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

REVIEW:

Stranger in My Arms

Universal—CinemaScope

The prolific Robert Wilder has authored several works which found their way to the screen and for the most part with sign success. "Stranger in My Arms" is no exception. Based on the novel, "And Ride a Tiger," the film offers an engrossing study of t possessive mother who must have her dead soldier son a hero, at ever cost, and the manner in which she very nearly wrecks lives in seeking that end.

The motion picture constructed from the Wilder original sho found particularly appealing to women, although not exclusively s may very well be sold with the feminine appeal predominantly in Two really strong cast names are available for marquee purposes of June Allyson and Jeff Chandler, while the support includes Sandra Dee, fast establishing a fine reputation for herself; Charl burn, Mary Astor and Conrad Nagel.

Peter Berneis has constructed a good, closely-knit script fro Wilder novel, and Helmut Kautner has directed with effective sim Ross Hunter was the producer. It is a well turned production, in C Scope.

Chandler, test pilot with something weighing heavily on his m asked by his superior officer to attend the ceremonial opening of pital to the memory of Peter Graves, who died on a life raft on th sea during the Korean conflict. Chandler was with him when h Miss Allyson, widow of the dead man, also asks him to attend, provide the family with information about the son and husband. his initial refusal, Chandler attends and finds a situation where the family dominates the town, where the mother, Miss Astor, has de a fixation that her son was a great hero; where the young wido Allyson, is completely subject to the will of the mother; the father, opposes her, but too weakly; the daughter, Miss Dee, understa situation and rebels against it, and the grandfather, Coburn, political power, aids and abets his daughter-in-law's intent to the Medal of Honor for her son.

Chandler, attracted to Miss Allyson, tries to steer her from th of the mother and his motives are misunderstood. But finally, bitterness and torment, Miss Allyson realizes the love she thoug Astor bore her was really hate for having taken her son, and Cl driven to desperate measures, reveals that the son was no hero coward who took his own life. Miss Allyson is free of bondage, a Astor comes to face reality with her husband and daughter.

The story, in the hands of a competent cast and with able di plays most effectively and holds the attention well. Indeed, it lo a highly salable item of motion picture merchandise.

Running time, 88 minutes. General classification. Release, in Fe

Charles S. Aa

To Reintroduce Bill On Merger Notices

From THE DAILY Bureau

WASHINGTON, Jan. 13—House Judiciary Committee Chairman Celler (D., N. Y.) said he would reintroduce tomorrow his bill to require large firms to give the government advance notice of merger plans.

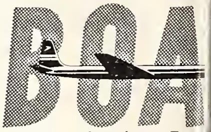
Sees Need for Measure

The Judiciary Committee approved this bill in the last Congress, but it got hung up in the House Rules Committee. Celler said he felt enactment of this legislation was needed to increase effective enforcement of the anti-trust laws.

Houck Buys Theatre

NEW ORLEANS, Jan. 13.—Joy N. Houck has purchased the Joy Theatre here from Mrs. W. Sendy.

aircraft: COMET
(pure jet!)
flight: MONAR
(de Luxe and First Cl
frequency: NIGHT
(leaves New York at
destination: LONDO



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BRITISH OVERSEAS AIRWAYS CO
Flights from New York, Boston
Detroit, San Francisco, Montreal.
in Atlanta, Dallas, Los Angeles, M
adelphia, Pittsburgh. Washington.
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BRING THE LADIES
SPECIAL EVENTS
ENTERTAINMENT
"The Greatest
DRIVE-IN THEATRE
Show on Earth"
COMBINE BUSINESS WITH PLEASURE
FRESH IDEAS
THE FORWARD LOOK

6th NATIONAL ALLIED DRIVE-IN CONVENTION

PENN-SHERATON HOTEL PITTSBURGH, PA.

JAN. 26-27-28, 1959

10 REASONS WHY YOU SHOULD MAKE IT A "MUST" TO ATTEND THIS CONVENTION

(member or non-member of Allied)

1. TRADE SHOW . . . 70 EXHIBITS 70
2. FILM CLINICS
3. BUSINESS BUILDING WORKSHOP with PROVEN IDEAS
4. UNFAIR INDUSTRY TRADE PRACTICE FORUMS
5. EQUIPMENT & CONCESSION CLINICS
6. LUNCHEONS DAILY
7. COCKTAIL PARTIES
8. NIGHT CLUB DINNER PARTY with EXCITING FLOOR SHOW
9. PRIZES—GIFTS
10. GRAND INDUSTRY BANQUET . . . introducing for the first time many Hollywood Stars of Tomorrow through courtesy of Columbia & Universal Pictures

Registration

MEN $25.00

LADIES $15.00

Never so much for so little

PLAN NOW TO ATTEND!

National Pre-Selling

TWENTY-EIGHT years ago a London parlormaid named Gladys Aylward left her job and set off alone for China to work as a missionary. After a hazardous journey through Siberia, she arrived in Yangshen and began devoutly caring for the Chinese. She has been at it ever since, unknown until publication last year of an account of her life, "The Small Woman." Now, with the release of 20th-Fox's "The Inn of The Sixth Happiness" in De Luxe color, her fame will be worldwide.

"Life" in the Jan. 12 issue has published a pictorial essay on the film made on location in Wales. The article also has photos of Miss Aylward, who is carrying on her life's work in Formosa.

●

"tom thumb," that enchantingly told fairy tale, won the "Parents' Magazine" Family Medal Award for December and "The Geisha Boy" starring Jerry Lewis, who plays a magician in Japan with a Japanese youngster as an assistant, won the "Parent's" Medal for January.

●

"The Perfect Furlough" is the UI comedy about a Parisian holiday enjoyed by a G.I. and a beautiful girl. This furlough was planned to boost the morale of the troops stationed on a polar base.

Florence Somers in the January issue of "Redbook" says, "There's plenty of room for humorous incidents in such a situation and this comedy is full of laughs." Tony Curtis plays the G.I., Janet Leigh is the Army lieutenant and Linda Cristal, the beautiful girl.

●

Alice Kastberg of the "Ladies Home Journal" tells in the January issue, how she appeared in the film "Naked Eye" and did not know she was being photographed until she saw herself on the screen. She said she merely went into a camera store to buy a roll of film, and was floored when she saw herself on the screen. That is almost as good as being discovered at Schwab's drug store in Hollywood.

●

Edward Everett Tanner III, the author of the novel on which "Auntie Mame," the Warner film, was based, is profiled pictorially in the Jan. 20 issue of "Look." This film is breaking records at Radio City Music Hall.

The article stars off on a two-page spread with Rosalind Russell in many of the striking Orry-Kelly costumes which she wears in the picture. A comedy skit, shown in a series of photos, at author Tanner's home helps to explain why his stories create so much laughter.

●

Sal Mineo, in a signed article appearing in the January issue of "Seventeen," tells about his role as "White Bull" in Walt Disney's "Tonka." Sal says he had never been on a horse in his life. Therefore, to prepare himself for the part of an Indian brave, he spent six hours a day, seven days a week, for four weeks learning how to ride. He did this because he insisted on doing his own riding, and refused to use a stunt man for the difficult scenes. He was thrown during one of the scenes and ended up with a broken kneecap.

Walter Haas

REVIEW:

The Last Mile

UA—Vanguard

THIS GRIM AND totally unrelieved story of violence and death is marked by extraordinary performances by Mickey Rooney, who has carved out a niche for himself as a killer, and by stage and television players new to the screen but deft and adaptable in their parts.

It is the third and most ambitious project by the young and enthusiastic production partnership of Max Rosenberg and Milton Subotsky and was made entirely in New York with production polish and technical competence the equal of any Hollywood product.

The story is from the successful Broadway play of the 1920's and adheres, as did the original play, to a single minded indictment of capital punishment. As such it is riding a new and increasing wave of controversy which may help it at the box office.

The action takes place wholly in the death house of a state prison and the first half of the picture dwells heavily on the fears, the hopes of a stay, and the bitter resentment of the eight prisoners awaiting their turn in the electric chair. Rooney plays Killer Mears, most depraved of the lot, whose flaming hatred of the sadistic guards finally erupts in a wild and bloody prison break.

Other prisoners are played by Harry Millard, John McCurry, Ford Rainey, John Seven, Michael Constantine, John Vari and George Marcy. Clifford David is the second lead as the young and frightened idealist who in the end revolts against Rooney's cold blooded cruelty. Frank Overton plays the chaplain whose unwavering faith and total lack of fear cows and then enrages Rooney.

The last part of the picture, a bloody battle between the prisoners who have overpowered the guards, taken possession of the cellblock and hold three of the guards and the chaplain as hostages, is grim, violent and eruptive. At the climax Rooney, who has already shot two of the guards in cold blood, threatens to similarly kill Overton unless the warden, Alan Bunce, gives him a clear passage to freedom. David revolts at this, grapples with Rooney and is hit by a machine gun bullet from outside the cells. Overton pleads with Rooney to surrender and get David to a doctor but David begs not to be patched up only to die again. Rooney shoots him and then, knowing his cause is hopeless, walks out into a hail of machine gun bullets.

It is a powerful document, even if one sided, and a very ably acted motion picture. Howard Koch directed with a proper eye for timing and suspense.

Running time, 81 minutes. Adult classification. Release, in January.

James D. Ivers

'Old Man'

(*Continued from page 1*)

president. The film has been presented previously only in selected special engagements on a reserved-seat basis.

More than 300 theatres in the New York metropolitan area will be involved in the saturation booking, combined with 110 theatres in metropolitan Los Angeles. During the three-week period, a total of nearly 500 prints of "The Old Man and the Sea" will be utilized, 110 in the New York area, 45 in the Los Angeles area and more than 300 elsewhere across the country.

Cleveland Council Sets Kid Matinee Symposium

Special to THE DAILY

CLEVELAND, Jan. 13.—The Motion Picture Council of Greater Cleveland will meet Thursday in The Higbee Company for a symposium on Children's Matinees conducted by Mrs. James S. Mumper, Children's Matinee chairman. Panel speakers will be Judge Albert A. Woldman of the Juvenile Court of Cuyahoga County, touching on his court experiences; Mrs. Anne Falther Laganke, director of Family Health Association, talking on the health and family viewpoint, and Harry H. Anderson principal of Mayflower Elementary School speaking from an educator's point of view.

Subject of the symposium is "Is It Up To Us?" The subject is apparently a follow-up of the Council's efforts to extend the special Saturday movie matinees for children and the exhibitor response that they will gladly show the approved pictures if the Council will make an effort to see that the children attend these special programs.

'Sinbad' Gross $3,484,0 In 400 Theatres, 19 Da

Special to THE DAILY

NEW ORLEANS, Jan. 13.– first 19 days of domestic through Jan. 4, Columbia's "T Voyage of Sinbad" grossed $ 000 at the boxoffices of 400 t it was reported today by Rub ter, vice-president and genera ager, here for a sales meeting. also said that reports from last end, the first since the end Christmas-New Year holiday indicate that the film is main the same pace with which it

---

World Film Festiva Slated in Argentin

Special to THE DAILY

BUENOS AIRES, Jan. 10 (Mail)—The Argentine Associa Film Critics is organizing ar national Film Festival to take Mar del Plata, Argentina's m shionable summer resort, 25 from Buenos Aires.

The Federation Internation Associations du Producteurs d has already acknowledged rec and the Argentine National of Cinematography has also a the event, which will take pl tween the 10th and 20th of

Invitations have already b tended to the following 22 cc England, Spain, France, Ital many, Sweden, Switzerland, Russia, Denmark, Finland, Hungary, Czechoslovakia, Yug Japan, United States, Mexico, India, Brazil and Chile.

Miss Taylor Name

(*Continued from page 1*

annual drive-in convention he Taylor was cited for her "su and meritorious contribution to two outstanding box office tions of 1958, 'Cat on a Hot T and 'Raintree County.' "

Miss Taylor was the top star in the 1958 poll of e taken by "Motion Picture Her Fame Magazine to name the money-making stars of the y

The new Hollywood pers who will attend the conventi also announced today. They Morrow, James Darren and E lund of Columbia and Linda of Universal.

Consultants Organ

Organization of Thana Sko sociates to offer editorial c services in the motion pictur television and theatrical fie announced here. Additionally, firm will provide its client with advertising-publicity-ex programs tailored to their n connection with its proposed services, TSA will analyze properties with regard to thei film, radio-television and l theatre markets.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 9 NEW YORK, U.S.A., THURSDAY, JANUARY 15, 1959 TEN CENTS

st Since '54

ıbstantial ıcrease in CA Fees Set

Keep It Self-Sustaining ler New Conditions

sharp upward revision in fees of industry's Production Code Adstration to meet present-day proion conditions was approved by Motion Picture Association board irectors yesterday.

ıe new schedule establishes a new gory of feature negative costs— over $1,500,000, and eliminates revises several other categories. tofore the highest negative cost gory was for features costing more $500,000.

oduction Code Administration fees designed to maintain the PCA ı self-sustaining basis. Thus the ıges made take into account not

(*Continued on page 6*)

'Ben-Hur' Is 'Big' In All Respects

By FLOYD STONE

Ben-Hur" is big, all right. A million ıds of concrete. Two hundred fifty miles of steel tubing. A ium 15 stories high. And, millions vords written; billions, probably, be written. Yesterday, at MGM, -man Morgan Hudgins talked e about statistics, but mostly about e words.

hey are the result of his work; and other MGM publicists'. The M men have pre-sold for ten ıths, and the biggest picture ever

(*Continued on page 6*)

scar' Broadcast Run 105 Minutes

From THE DAILY Bureau

IOLLYWOOD, Jan. 14 — The gthening of the 31st annual "Oscar" sentations show to one hour and minutes and coverage by Canadian vision and Alaskan radio were dissed today by the Academy of Mo- Picture Arts and Sciences. Under

(*Continued on page 2*)

Television's Top Stars of the Year

Critics Name the Winners In the Daily-Fame Annual Poll

DINAH SHORE

DINAH SHORE, long a winner in individual categories, this year was named Champion of Champions—Best Television Performer, in the tenth annual TELEVISION TODAY poll of television critics and columnists. Best Network Program—Champion of Champions was Playhouse 90, the CBS network show which has held this position for three consecutive years. The poll is conducted annually by TELEVISION TODAY and MOTION PICTURE DAILY for **Fame Magazine.**

In addition to their positions as Champions, Miss Shore took first place in the Best Female Vocalist category for the seventh year and Playhouse 90 was named Best Dramatic Program.

Perry Como, last year's Champion

(*Continued on page 4*)

Industry Leaders Honor Fabian on 60th Birthday

Close to 300 leaders of the amusement world and motion picture industry joined in a 60th birthday celebration in honor of Si Fabian, president of Stanley Warner, last night, at the Sheraton-East Hotel here.

Barney Balaban, president of Para-

(*Continued on page 6*)

Goodwin Resigns as President of MBC

Bernard Goodwin announced yesterday he has resigned as president and director of Metropolitan Broadcasting Corp. An agreement settling his long-term contract with the company has just been concluded.

Goodwin occupied the MBC offices

(*Continued on page 6*)

Exhibitors of 8 Central States Join to Boost Business with Own 'Tree' Drive

Special to THE DAILY

DES MOINES, Jan. 14.—Exhibitors in an eight-state mid-Central area will band together next month in a joint endeavor to increase theatre attendance by devising their own sales promotion campaign, supplementing that of the distributor, on a specific picture.

Myron Blank

Myron N. Blank, president of Central States Theatre Corp. of this city, who will have a leading part in the project, said Warner Bros. "The Hanging Tree" has been chosen for the campaign. The distributor will cooperate, he said, by making approximately 90 prints available in the eight-state territory for an early February kick-off.

Blank said the idea is an outgrowth of an area conference which exhibitors of Missouri, Minnesota, Iowa and Nebraska held last month to discuss possible cooperative projects to improve theatre attendance in the territory. In the meantime, Minnesota exhibitors conducted joint campaigns on "Onionhead" and "Damn Yankees" in their territory, which met with substantial success.

Exhibitors in the eight-state area

(*Continued on page 6*)

Ends Wait

MPA Votes to Back Compo Another Year

Plans Dues Drive After Program Set with ACE

The Motion Picture Association board of directors at its meeting here yesterday agreed to support Compo in 1959 on the same basis as heretofore, by matching exhibitor contributions to Compo.

MPAA's action clears the way for a dues collection drive by Compo among the exhibitors of the nation. A start will be made as soon as possible, it was stated at Compo headquarters, but it was pointed out that before actual collections are begun Compo must agree with the American Congress of Exhibitors on the specifics of a 1959 program in order to avoid duplication of effort where the new exhibitor congress is concerned.

In earlier Compo and ACE meet-

(*Continued on page 6*)

Ludwig Heads B.V.: Gaudreau Is Promoted

Irving H. Ludwig has been elected president and general sales manager of the Buena Vista Film Distribution Co. by the board of directors, it was announced here yesterday.

Ludwig, formerly vice-president and domestic sales manager, succeeds Leo F. Samuels, who resigned last week, effective immediately.

At the same time the B.V. board announced the promotion of Louis E. Gaudreau to the newly created post of executive vice-president and treas-

(*Continued on page 2*)

'59 Drive-In Prospects On Allied Meet Agenda

Special to THE DAILY

PITTSBURGH, Jan. 14—Prospects for the 1959 drive-in theatre season will be the subject of discussion at the first session of the Allied States drive-in convention to be held at the Penn Sheraton Hotel here, Jan. 26-28.

Results of studies by a business

(*Continued on page 6*)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox; W. C. MICHEL, executive vice-president, and and CHARLES EINFELD, vice-president, will leave New York today for the Coast.

•

TOM JONES, of the Jones Booking Agency, Atlanta, has returned there with Mrs. JONES from Biloxi, Miss.

•

NED CLARKE, Buena Vista foreign sales manager, and his associate, MEL RYDER, will arrive in Hollywood today from New York.

•

LESLIE GRADE, British talent agent, will arrive in New York on Saturday from London via B.O.A.C.

•

FERDE GROFE, JR., producer, has left New York for Manila.

•

JACK COLTRANE, manager of the Ritz Theatre, Toccoa, Ga., has entered a hospital in Gainesville, Ga., for surgery.

RFDA Losing Its Two Manhattan Showcases

Rank Film Distributor of America, which has had leases on two mid-Manhattan showcases, will be without any in the near future.

Arrangements have been completed for the Odeon to be taken over by Charles Moss, operator of the Criterion and other theatres, and Rank's lease on Rugoff & Becker's Sutton will expire in April. Rank already is out of the latter house, however, because Rugoff & Becker booked MGM's "Gigi" into the house for an indeterminate run when Rank had no suitable product for it.

Ike to Receive V.C. Delegation on Friday

From THE DAILY Bureau

WASHINGTON, Jan. 14–Climaxing the current celebration of Variety Week, President Eisenhower will receive a delegation of Variety Clubs International at the White House Friday morning.

The delegation will give him a personal report on Variety's 32 years of welfare activity. The President is an honorary member of Washington Tent 11.

George W. Eby, international chief barker, will head the delegation. Members will include John H. Harris, Nathan D. Golden, Kim Novak, and Perry Como.

Phila. Exhibitors Back ACE; to Buy Film Stocks

Special to THE DAILY

PHILADELPHIA, Jan. 14. – Endorsement of the purposes and objectives of the American Congress of Exhibitors and approval of a plan for exhibitors to purchase stock in film companies were voted at a meeting of exhibitors in this exchange territory at the Sheraton Hotel Monday. Present on the dais were state co-chairmen William Goldman, Thomas Friday, Frank Damis, V. C. Smith and Jay Emanuel. Also attending were Harry Goldberg and Lester Krieger. Goldman presided.

The reports of the actions and research made of the various committees of ACE on the national level were read by the state co-chairmen, and the Philadelphia exhibitors expressed great enthusiasm and confidence in the program ACE has embarked upon.

Endorsement of the plan for the exhibitors to pledge themselves to an organized program of purchasing stock in all film companies was suggested by Goldman. Al Boyd announced that he would purchase $6,000 worth of film company stocks; $1,000 for each one of his theatres. Many other exhibitors expressed similar intentions.

'Oscar' Broadcast

(*Continued from page 1*)

agreement with the National Broadcasting Company, a quarter hour will be added to the previously announced 90 minute-fare on 192 stations of the NBC television network and radio broadcast.

Thirty-five Canadian stations will carry one hour of the ceremonies, bringing the total number of North American television outlets to 217.

Including Alaskan stations, the number of commercial radio broadcast outlets total 199.

Telecasts and broadcasts of the presentations at Hollywood's RKO Pantages Theatre will begin at 10:30 P.M. Monday, April 6, and conclude at 12:15 A.M. EST.

Exploitation Group Plans 'Oscar' Promotion

Plans to set up distribution chairman and co-chairmen in all exchange areas to assist in promotion of the upcoming Academy Awards telecast in the field were made yesterday at a meeting of the exploitation coordinating group of the MPA advertising-publicity committee. These field men will work with local exhibitor chairmen to coordinate promotion of the April event.

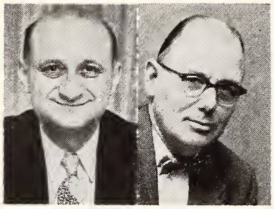
Attending yesterday's meeting were Rodney Bush, chairman of the subcommittee, Emery Austin, Dick Kahm, Jerry Evans, and George Nelson.

Ludwig Heads

(*Continued from page 1*)

urer of the company. Gaudreau previously was business manager and treasurer.

A veteran with broad experience in both film distribution and exhibition, Ludwig has been affiliated with the Disney organization for 19 years in a variety of sales positions. He played an important role in the creation of Buena Vista and was named to his previous post in 1953. He was with the Rugoff and Becker theatre chain in an executive capacity prior to joining Walt Disney Productions.



Irving Ludwig **Louis Gaudreau**

Joined Company in 1954

Following a 26 year career with RKO in a number of administrative and executive positions, Gaudreau entered the Disney firm in 1954.

The new appointments are effective immediately.

TOA Lists 1958-59 Standing Committees

Standing committees of Theatre Owners of America for 1958-59 were announced by TOA headquarters here yesterday. Chairmen of the committees are as follows:

Arbitration, Mitchell Wolfson; Army-Navy, R. J. O'Donnell; building and safety codes, Henry Anderson; business building, Ernest G. Stellings; government decrees, Sumner M. Redstone; Compo, Samuel Pinanski; concessions, Van Myers; drive-in theatres, Horace Denning; exhibitor-distributor, Albert M. Pickus; film reviewing, H. F. Kincey; foreign films, Walter Reade, Jr.

Also insurance and real estate, Stanley Stern; labor relations, Abe Blumenfeld; national legislation, A. Julian Brylawski; new personality development and Academy of Motion Picture Arts & Sciences liaison, Henry G. Plitt; organization and membership, R. M. Kennedy; pay-TV, Philip F. Harling; research, Walter Reade, Jr.; Small Business Administration, Philip F. Harling.

Also Star of the Year award, Elmer C. Rhoden; state and local legislation, E. Lamar Sarra; theatre equipment, John B. Schuyler; theatre television, S. H. Fabian and Mitchell Wolfson.

Kassler Is Presented 1958 Burstyn Awar

More than 100 foreign film distril tors and publicists last night at French Film Office saw "New Y Times" film critic Bosley Crowtl give to Frank Kassler the 1958 Jose Burstyn Award for his import, " Who Must Die," now at the Beekn Theatre.

Growther said this is a film wh improves each time one sees it, regrets New York film critics do share his perception, he persona feels this is one of the greatest Fre films and possibly one of the great films of all time, and in his estimat its direction will go down in hist rivaling that of Serge Eisenstein.

Arthur Mayer mastered the ce monies. He introduced Raymond porte, new French consul, who said appreciated this was the second awa winning French film. Mayer also troduced Walter Reade, Jr., impo of last year's winner, "Gervaise."

Frank Kassler, accepting the aw from Crowther, said one thing he li about Crowther's comments was the picture should be seen sev times. F.

Wisc. Allied Scores 16mm Competition

Special to THE DAILY

MILWAUKEE, Jan. 14–A res tion protesting the practice of mak available 16mm pictures for n theatrical exhibition in any loc where a regular commercial the operates was passed at a meeting h of the board of directors of All Theatre Owners of Wisconsin.

In a statement in connection w the resolution Edward E. John president of the Allied unit, called condition "one that the newly for ACE should correct." He said that the releasing of product for 16 exhibition in competition with thea "poses almost as serious a treat smaller theatres in the small towns cities as would the sale of post films to TV. He urged distributors find some way to control the probl

Int'l. Sales Meet Set At Disney Studio Mon

From THE DAILY Bureau

HOLLYWOOD, Jan. 14 – Bu Vista Film Distribution Co. rep sentatives from South America the Far East will gather for an in national sales meeting at Walt Disn Burbank studio on Monday, it announced today. Ramon Fernan of Mexico, Herb Fletcher of Ver uela, Alex Caplan of Tokyo and Way of the Straits Settlements join Buena Vista officials from N York and the West Coast in a w of conferences.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and bolidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refresbment Merchandising, each publisbed 13 times a as a section of Motion Picture Herald; Television Today, publisbed daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of Marcb 3, 1879. Subscription rates per year, $6 in tbe Americas and $12 foreign. Single copies,

BE THERE WITH A BOOKING WHEN IT EXPLODES ON THE SCREEN!

"I don't care what you are as long as you're all mine!"

Night of the Quarter Moon

…om a sizzling Mexican holiday …nance it crackles with suspense …l surprise to a climax that …ks San Francisco's high …iety. A powerhouse of excite- …nt from the showman-producer … "High School Confidential" …l "Written On The Wind"!

M-G-M presents
AN ALBERT ZUGSMITH PRODUCTION

Night of the Quarter Moon

starring
JULIE LONDON · JOHN DREW BARRYMORE · ANNA KASHFI
DEAN JONES · AGNES MOOREHEAD
and NAT KING COLE
Guest Stars CATHY CROSBY · RAY ANTHONY · JACKIE COOGAN
CHARLES CHAPLIN, JR. · BILLY DANIELS JR.
Written by FRANK DAVIS and FRANKLIN COEN · In CinemaScope · Directed by HUGO HAAS

YOU CAN …ANK ON …·G·M

TELEVISION'S TOP STARS OF THE YEA

(*Continued from page* 1)

individual performer, this year for the seventh time retained his winning position as Best Male Vocalist and the NBC Perry Como Show was first in the Best Popular Musical Show Category.

One surprise in the poll was the zooming popularity of Mike Nichols and Elaine May. The bright and ingenious comedy of the pair put them far and away in first place as Best Comedy Team. Red Skelton was named Best Comedian, ousting Jack Benny whose show, however, remained as Best Comedy Show, and Lucille Ball was named Best Comedienne for the fifth year.

Most Promising Stars of Tomorrow are Chuck Connors and Barrie Chase. Last year's winners here were Pat Boone and Polly Bergen.

Favorites who held their places include: Voice of Firestone, nine times as Best Classical Music Show; Meet the Press, nine times as Best Panel Discussion; and Mel Allen, seven times as Best Sportscaster.

The Goodson-Todman CBS show "What's My Line" was named the best Panel Quiz Show for the seventh time and in fact the runner-up and third place in this category were shows from this same source, "I've Got a Secret" and "To Tell the Truth."

The complete list of winners follows:

Best Network Program ("Champion of Champions"):

1. **Playhouse 90** ***(CBS-TV, Thursdays, 9:30-11:00 P.M., multiple sponsors & agencies).***
2. **Dinah Shore Chevy Show (NBC-TV).**
3. **An Evening with Fred Astaire (NBC-TV).**

Best Television Performer ("Champion of Champions"):

1. **Dinah Shore** ***(NBC-TV, Sundays, 9:00-10:00 P.M., Chevrolet Motor Div., General Motors Corp., Campbell-Ewald Co., Inc.).***
2. **Perry Como (NBC-TV).**
3. **Fred Astaire (NBC-TV).**

Most Promising New Male Star of Tomorrow:

1. **Chuck Connors** ***(ABC-TV, Tuesdays, 9:00-9:30, multiple sponsors & agencies).***
2. **Efrem Zimbalist, Jr. (ABC-TV).**
3. **Andy Williams (ABC-TV).**

Most Promising New Female Star of Tomorrow:

1. **Barrie Chase** ***(All Networks).***
2. **Eydie Gorme (NBC-TV).**
3. **Carol Lynley (All Networks).**

Show Making Most Effective Use of Color:

1. **Dinah Shore Chevy Show** ***(NBC-TV, Sundays, 9:00-10:00 P.M., Chevrolet Motor Div., General Motors Corp., Campbell-Ewald Co., Inc.).***
2. **Perry Como Show (NBC-TV).**
3. **George Gobel Show (NBC-TV).**

PLAYHOUSE 90, Best Network Program (Champion of Champions). Shown is the Christmas show, "The Nutcracker Suite."

CHUCK CONNORS

BARRIE CHASE

RED SKELTON

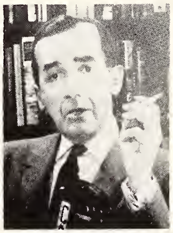
LUCILLE BALL

MIKE NICHOLS, ELAINE MAY

JACK BENNY

LAWRENCE SPIVAK (Meet the Press)

STEVE ALLEN



EDW. R. MURROW (Small World)

Best Comedian:

1. **Red Skelton** ***(CBS-TV, Tuesdays, 9:30-10:00 P.M., S. C. Johnson & Son, Inc.-Foote, Cone & Belding, Inc., Pet Milk Co.-Gardner Advertising Agency).***
2. **Jack Benny (CBS-TV).**
3. **Sid Caesar (NBC-TV).**

Best Comedienne:

1. **Lucille Ball** ***(CBS-TV, Thursdays, 7:30-8:00 P.M., Clairol, Inc., Foote, Cone & Belding, Inc.-Pillsbury Mills, Inc.-Camp Mithun, Inc.).***
2. **Ann Sothern (CBS-TV).**
3. **Gracie Allen (NBC-TV).**

Best Comedy Team:

1. **Mike Nichols & Elaine May** ***Networks).***
2. **Lucille Ball & Desi Arnaz (TV).**
3. **Wayne & Shuster (All works).**

Best Comedy Show:

1. **Jack Benny Show** ***(CBS-T ternating Sundays, 7:30- P.M., American Tobacco Batten, Barton, Durstine & born, Inc.).***
2. **Phil Silvers Show (CBS-TV**
3. **Red Skelton Show (CBS-T**

Best Variety Program:

1. **The Steve Allen Show** ***(NB Sundays, 8:00-9:00 P.M., ple sponsors & agencies).***
2. **The Ed Sullivan Show (TV).**
3. **The Dinah Shore Chevy (NBC-TV).**

Best Panel Discussion:

1. **Meet The Press** ***(NBC-T days, 6:00 - 6:30 P.M., American Airways, J. Thompson).***
2. **Face The Nation (CBS-T**
3. **Small World (CBS-TV).**

Most Unique New Program

1. **Small World** ***(CBS-TV, Sun 6:00-6:30 P.M., Olin Math Chemical Corp.-D'Arcy A tising Co.-Renault Inc.-Need Louis & Brorby, Inc.).***
2. **Keep Talking (CBS-TV).**
3. **Peter Gunn (NBC-TV).**

Best Dramatic Program:

1. **Playhouse 90** ***(CBS-TV, T days, 9:30-11:00 P.M., mu sponsors & agencies).***
2. **Hallmark Hall of Fame (TV).**
3. **DuPont Show of the (CBS-TV).**

Best Mystery Program:

1. **Perry Mason** ***(CBS-TV, days, 7:30-8:30 P.M., mu sponsors & agencies).***
2. **Alfred Hitchcock Presents (TV).**
3. **Peter Gunn (NBC-TV).**

Best Dramatic Film Series:

1. **Loretta Young Show** ***(NB Sundays, 10:00-10:30 Procter & Gamble Co., B & Bowles, Inc).***
2. **General Electric Theatre (TV).**
3. **Alcoa Theatre (NBC-TV).**

Best Mystery-Adventure Film Series:

1. **Perry Mason** ***(CBS-TV,***

(*Continued on page* 5)

VINNERS OF THE DAILY FAME TV POLL

(*Continued from page 4*)

'ays, 7:30-8:30 P.M., multiple ponsors & agencies).
lfred Hitchcock Presents (CBS-'V).
'eter Gunn (NBC-TV).

t Vocalist (Male):

'erry Como *(NBC-TV, Satur-'ays, 8:00-9:00 P.M., multiple ponsors & agencies).*
'at Boone (ABC-TV).
'rank Sinatra (ABC-TV).

t Vocalist (Female):

'inah Shore *(NBC-TV).*
'atti Page (ABC-TV).
'olly Bergen (NBC-TV).

t Musical Show (Classical):

oice of Firestone *(ABC-TV, Iondays, 9:00-9:30 P.M., Fire-tone Tire & Rubber Co., Swee-ey & James Co.).*
BC Opera (NBC-TV).
eonard Bernstein Specials.

Musical Show (Popular):

'he Perry Como Show *(NBC-V).*
'he Dinah Shore Show (NBC-'V).
'he Lawrence Welk Show (ABC-'V).

t Country Music Show:

ubilee, U.S.A. *(ABC-TV, Sat-rdays, 8:00-9:00 P.M., Hills Bros. Coffee-N. W. Ayer & Son, Villiamson - Dickie Mfg. Co.-Evans & Associates).*
immy Dean Show (CBS-TV).
'he Ford Show (NBC-TV).

t Comedy Film Series:

'ather Knows Best *(CBS-TV, Iondays, 8:30-9:00 P.M., Lever Brothers Co., Scott Paper Co.-. Walter Thompson).*
'hil Silvers Show (CBS-TV).
Love Lucy (CBS-TV).

t Quiz Show

(Audience Participation):

'roucho Marx—You Bet Your Life *(NBC-TV, Thursdays, 0:00-10:30 P.M., Lever Bros. Co.-Batten, Barton, Durstine & Osborn, Inc.-Toni Co.-North Ad-ertising Agency, Inc.).*
'he Price is Right (NBC-TV).
'eople are Funny (NBC-TV).

t Quiz Show (Panel):

Vhat's My Line? *(CBS-TV, Sun-'ays, 10:30-11:00 P.M., multi-le sponsors & agencies).*
've Got A Secret (CBS-TV).
'o Tell the Truth (CBS-TV).

t Master of Ceremonies:

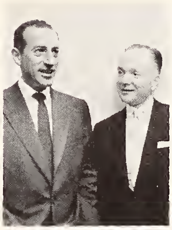
'arry Moore *(CBS-TV, multiple hows, sponsors & agencies).*
iteve Allen (NBC-TV).
'd Sullivan (CBS-TV).

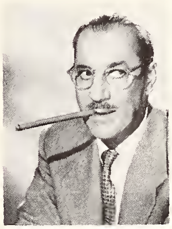
LORETTA YOUNG

PERRY MASON
(Barbara Hale-Raymond Burr)

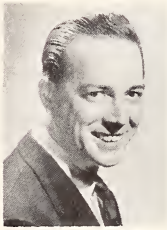
PERRY COMO

RED FOLEY
(Jubilee, U.S.A.)


MARK GOODSON,
WILLIAM TODMAN
(What's My Line)


GROUCHO MARX
(You Bet Your Life)

GARRY MOORE


HUGH DOWNS

CHET HUNTLEY

DAVE GARROWAY
(Today)

MEL ALLEN

BOB KESSHAN
(Cap't Kangaroo)

Best Announcer:

1. Hugh Downs *(NBC-TV, multiple shows, sponsors & agencies).*
2. George Fenneman (NBC-TV).
3. Frank Gallop (NBC-TV).

Best News Commentator:

1. Chet Huntley *(NBC-TV, Monday-Friday, 6:45-7:00 P.M. & Sunday, 6:30-7:30 P.M., multiple sponsors & agencies).*
2. Douglas Edwards (CBS-TV).
3. David Brinkley (NBC-TV).

Best Sportscaster:

1. Mel Allen *(NBC-TV).*
2. Lindsey Nelson (All Networks).
3. Dizzy Dean (All Networks).

Best Daytime Program:

1. Today *(NBC-TV, Monday-Friday, 7:00-9:00 A.M., multiple sponsors & agencies).*
2. Peter Lind Hayes Show (ABC-TV).
3. The Verdict is Yours (CBS-TV).

Best Children's Program:

1. Captain Kangaroo *(CBS-TV, Monday-Friday, 8:00-8:45 A.M. & Saturday, 9:30-10:30 A.M., multiple sponsors & agencies).*
2. Walt Disney Presents (ABC-TV).
3. Shirley Temple's Storybook (NBC-TV).

Best Commercial:

1. Piel's Beer *(Bert & Harry).*
2. Falstaff Beer.
3. Kraft Foods.

Best Network Publicity:

1. NBC.
2. CBS.
3. ABC.

Best Adv. Agency Publicity:

1. Young & Rubicam.
2. J. Walter Thompson Co.
3. Batten, Barton, Durstine & Osborn.

Best Independent Publicity:

1. Rogers & Cowan.
2. Communications Counselors, Inc.
3. David O. Alber.

NBC and Y & R Press Services Voted Best

Television editors, critics and columnists voting in the tenth annual Television Today poll for Fame were asked to name their preferences for the men and departments who service the industry with news and publicity. The National Broadcasting System's publicity service, headed by vice-president Syd Eiges, was the winner in the network publicity group, followed by CBS and ABC.

Syd Eiges

Harry Rauch

Genial Harry Rauch, vice-president and manager of the TV publicity department of Young & Rubicam, for the tenth consecutive year was named the proprietor of the best advertising agency publicity service. In second and third place were the services of the J. Walter Thompson Company and Batten, Barton, Durstine, and Osborn.

The firm of Rogers & Cowan led the best independent publicity service category as they did last year, followed by Communications Counselors, Inc., and David O. Alber.

Honor Fabian

(*Continued from page* 1)

mount Pictures, was chairman of the affair, at which top industry leaders cited Fabian for his motion picture and philanthropic leadership and in his honor pledged $150,000 to the 116 health and welfare agencies of the Federation of Jewish Philanthropies.

Highlights of the evening were presentations made to Fabian as mementos of the occasion. Gustave L. Levy, Federation president, gave the honored guest a plaque containing the Federation seal in silver and a silver inscription on velvet backing. He noted that as an industry leader and former vice-president of the Federation, Fabian won the respect and admiration of all with whom he came in contact.

Text of Inscription

The inscription read: "Presented with respect and affection to Si Fabian on the occasion of his 60th birthday by his friends of the motion picture industry for his devotion to the cause of philanthropy. January 14th, 1959."

On behalf of the committee for the birthday celebration, Balaban presented an Atmos Clock to Fabian. He noted that the guest of honor had long been a very close friend and active leader and inspiration in industry associations and philanthropic activity.

In accepting the awards, Fabian thanked those present for joining in celebration of his 60th birthday and making the occasion a memorable one for him and for philanthropy.

1959 Drive-ins

(*Continued from page* 1)

analyst also will be reported to the meeting on such questions as the cost to the exhibitor and producer of theatrical films on television; cost to producer and exhibitor of inadequate pre-selling, reasons why 1958 attendance was off 7½ per cent instead of increasing 15 per cent; who does and does not attend drive-in theatres and why; the proper advertising media for reaching the drive-in audience, and what drive-in theatres must do to maintain their attendance level.

Entertainment Planned

The convention committee also has planned an elaborate entertainment program for visiting ladies, including a visit to the Nationality Rooms of the University of Pittsburgh, another to the top of Mt. Washington, tickets to Cinerama and "South Pacific," cocktail parties, luncheons, a night club party and special entertainment at the annual banquet.

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All Three
Are Yours At NO
Extra Cost
WHEN
YOU NEED
SPECIAL
TRAILERS
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So. Wabash
Chicago 5
630
Ninth Ave.
New York

Limit 'Anne' Showings To Ten Each Week

Performances of George Stevens' production of "The Diary of Anne Frank" will be limited to ten showings each week at the RKO Palace Theatre, where the film will have its world premiere on March 17.

The picture will be presented each evening at 8:30 P.M., with matinees on Wednesday, Saturday and Sunday at 2:30 P.M. The 20th Century-Fox release will be shown on an exclusive reserved seat basis. Mail orders for all performances are now being accepted.

PCA's Fees

(*Continued from page* 1)

only the fewer features being produced in recent years but also the increasing number of productions in the over $1,500,000 negative cost category.

The present fees went into effect Oct. 15, 1954. The new schedule is to become effective Feb 1. The fee for short subjects, any film less than 3,000 feet, continues at $70.

The highest PCA fee heretofore was $1,500 for the over $500,000 negative cost features. Henceforth it will be $2,500 for those $1,500,000 and over. The next new category, from $500,000 to $1,500,000, will pay a fee of $2,000; Class C features in the new category range from $250,000 to $500,000 negative cost, and will pay a fee of $1,500; Class D, from $150,000 to $250,000 will pay a $1,000 fee, and Class E, under $150,000, a fee of $500.

Former Fees Listed

Heretofore, Class B included negative cost from $200,000 to $500,000 and paid a fee of $1,300; Class C, $150,000 to $200,000, paid a fee of $780; Class D, $100,000 to $150,000, paid $390; Class E $50,000 to $100,000, paid $200, and Class F, under $50,000, paid $130.

'Ben-Hur' Is 'Big'

(*Continued from page* 1)

made probably, he estimates, will have the biggest "advance."

The set during the summer became for visitors to Rome "the thing to see"; and he and his men welcomed more than 25,000 persons. They welcomed, and entertained, hundreds of correspondents, from Ed Sullivan up and down, and from Tokyo to Moscow. They invited the new Pope, but he didn't show. They placed in each Roman hotel postcards showing Charlton Heston in chariot. They mailed these, with a Heston personal message, to every exhibitor in the world. And they followed with bulletins and a fact booklet.

MGM ad-publicity head Dan Terrell joined Hudgins in agreeing the pre-selling was personal, comprehensive, judicious, and commented that the job "now begins over here," and will lead strongly up to the probable release this Fall.

Goodwin Resigns

(*Continued from page* 1)

since inception of the company in 1955. He took over at the request of Paramount Pictures, which recently sold its 335,000 shares of capital stock in MBC to Washington food broker and radio station owner John Kluge and associates for a reported $4,000,000.

Bernard Goodwin

Prior to heading MBC Goodwin was associated with Paramount for over 20 years, first in the capacity of counsel to the music and production departments and then as executive head of Paramount's music companies and its broadcasting and short subject activities.

Was on ASCAP Board

Goodwin was also a director of ASCAP for more than 12 years but asked to be released as a director in June, 1957, when his executive duties as head of Metropolitan required his entire time.

Exhibitor Campaign

(*Continued from page* 1)

now hope to increase their grosses with "The Hanging Tree" by from 50 to 100 per cent above what they normally would do on the picture. Their promotion plan calls for a radio saturation campaign in addition to the other normal advertising media available to the participating exhibitors. They will prepare a large proportion of the radio spots and newspaper ads to be used.

Form Daystar Company; Make TV Deal with Fox

Leslie Stevens, stage, screen and television dramatist, yesterday announced formation of Daystar Productions, Inc., and revealed plans for a slate of television packages, under a multiple deal with Twentieth Century Fox Television, as well as wide-scale production plans for motion pictures.

Stanley Colbert, who last week resigned an executive post at Ashley-Steiner Agency, was announced as president of Daystar.

Daystar will function as an independent unit on the Fox lot, as part of Martin Manulis' recently announced $15,000,000 television program. Under the deal just concluded Stevens and Colbert will develop and produce a slate of television pilots. two of which will go into production within the next five weeks. A unique aspect of the deal is that it was not predicated on specific series ideas, already developed by Daystar, but rather on the confidence that salable projects would emerge from the association with Manulis and his associate Dominick Dunne.

MPAA Vot

(*Continued from page* 1)

ings it was recognized that the
grams of the two would overl
some respects and it was agree
the Compo triumvirate would
with ACE representatives at th
opportunity to agree on allocat
projects where such overlappin
curred. The meeting has not
held yet, but the broad outlir
Compo's 1959 program were sk
at its membership meeting h
early December.

Confidence Apparent

MPAA, which since last fa
held off pledging its suppo
Compo for another year pendin
closure of its new year prograr
parently considered the progra
lined in December sufficiently
while to proceed without v
longer for the pending clarificat
Compo and ACE.

O'Connor Named t Code Review Board

John J. O'Connor, vice-presic
Universal Pictures, was named
Production Code Review boar
meeting yesterday of the Motic
ture Association.

O'Connor will succeed Dar
O'Shea of RKO Radio, who wit
from the review board when tha
pany resigned from the MP
cently.

Eric Johnston, MPAA preside
announced the appointment of
J. Robinson of Loew's, Inc., as
man of the MPAA copyright la
mittee, succeeding Morris Ebe
formerly of Warners.

To Give Davis Reco

Some 200 Sammy Davis, Jr.
(Decca) of the song "That's
from his first motion picture,
Lucasta," will be distributed
first 200 patrons at the Victoria
tre on Saturday where the
Artists release started its Ne
engagement today.

Mo. Governor Proclaim 'Jack L. Warner Week'

Special to THE DAILY

**JEFFERSON, Mo., Jan. 14.
ernor James T. Blair, Jr., of M
has proclaimed the week of
ary 22-28 as "Jack L. Warner
throughout the state and has
all citizens to join in its obse**

**Taking cognizance of the f
the week has been set asid
world-wide "Welcome Back
tribute to the pioneer showma
ernor Blair, in his proclamat
tributed much of the credit i
ing voice to the screen to
and also pointed out that th
which bears his name "con
mightily" under his direction
nation's efforts in the two
wars.**

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 10 NEW YORK, U.S.A., FRIDAY, JANUARY 16, 1959 TEN CENTS

s New Product

eltner Sees g Upsurge r Paramount

clude 3-Day Meeting Plans for New Year

amount Pictures' present product n in terms of both quality and ty indicates that 1959 will be a f pronounced business upsurge e company and its customers e Weltner, vice-president in of world sales, said here yes-

ltner's observation was made at nclusion of a three-day meeting ramount's U. S. and Canadian n managers and home office executives at the home office. Paramount sales chief said the g was "one of the most im- t ever held by the company." ney Balaban, president of Para-, in a talk to the assembled ex- es said he was highly impressed planning and preparation that ced the sales policies and pat- discussed at the meeting. He qually impressed, he added, by

(*Continued on page* 6)

Says D-J Delays ion Against ASCAP

From THE DAILY Bureau

SHINGTON, Jan. 15 – The Small Business Committee to- ccused the Justice Department nexcusable" delay in failing to now on complaints against the ican Society of Composers, rs and Publishers. The subcom- held hearings last year on

(*Continued on page* 2)

gers Would Legalize e of GA&F by Gov't

From THE DAILY Bureau

SHINGTON, Jan. 15–Attorney al Rogers today said he would y ask Congress to approve ation permitting the government l General Aniline and Film Co. ht now, the government can't sell sted stock, which controls the

(*Continued on page* 2)

Allied Charges 'Unfair,' Justice Department Claims

Answers 'White Paper' in 7-Page Reply Sent to Congressmen Who Inquired as Result of Allied Grass Roots Campaign

By J. A. OTTEN

WASHINGTON, Jan. 15.–The Justice Department is telling inquiring lawmakers that the Department has "vigorously enforced" the Paramount Case judgments, and that the Allied States Association charge that it has not done this "is not a fair one."

This reply is contained in a seven-paged mimeographed statement which Justice is sending Senators and Congressmen who ask about the Allied "White Paper," The paper takes up the specific Allied charges in the "White Paper."

Justice Department is also sending these Congressmen copies of Justice statements to the Senate Small Business Committee when it was investigating the same question.

Justice Department officials would not discuss their reply, except to admit they have received "a substantial number" of queries from Capitol Hill, perhaps 50 or slightly more. However, a copy of the Justice reply was obtained from a member of Congress who had received it from Justice, and can now be quoted in Motion Picture Daily.

The large number of queries to

(*Continued on page* 3)

Propose Plan To Improve Projection

Organization of a nation-wide training program to enable theatre owners, managers and projectionists to recognize and correct sub-par projection was called for yesterday by Theatre Owners of America.

The plan was suggested by George G. Kerasotes, TOA president, in letters to Tom E. LaVezzi, president of the Theatre Equipment and Supply Manufacturers' Ass'n.; Ray G. Colvin, of the Theatre Equipment Dealers Ass'n.;

(*Continued on page* 6)

Green, Tomlinson Hold 168.821 Loew's Shares

From THE DAILY Bureau

WASHINGTON, Jan. 15 – Louis Green held 90,021 shares of Loew's stock at the end of December and Joseph Tomlinson held 78,800 shares following substantial sales by the Loew's dissidents to Nathan Cummings and associates.

Tomlinson reported to the Securities and Exchange Commission that he sold 71,200 shares. Green's investment

(*Continued on page* 2)

Sugar Named Magna V-P Charge of Sales

The appointment of Joseph M. Sugar as vice-president in charge of sales for Magna Theatre Corp. was announced yesterday by George P. Skouras, president. The appointment is effective Feb. 1.

Sugar entered the distribution field in 1935 in the contract department of Republic Pictures and served in the

(*Continued on page* 2)

Extras Elect Sayre As Farnum Retires

From THE DAILY Bureau

HOLLYWOOD, Jan. 15. – Franklyn Farnum, veteran character actor, retired as president of the Screen Extras Guild and the SEG board of directors has elected its first vice-

(*Continued on page* 2)

MPAA Code Group to Consider Proposal for Producers' Appeals from Script Rejections

A proposal has been made by the Production Code Administration that provision be made for producers to submit scripts for PCA approval and have the right to appeal to the Code review board in the event anything in the script is disapproved.

The proposal was reported to the meeting of the Motion Picture Association board of directors here last week by Eric Johnston, president, and was referred to the Production Code advisory committee, of which Kenneth Clark, MPAA vice-president, is chairman, for study and consideration. The committee, which accomplished a number of revisions in the Code in 1956, is scheduled to meet here early next week on that and several other proposals concerning Code administration which also have been made. Its views on the proposals will be reported back to the MPAA board later.

CBS Sues Columbia On Record Trademark

The Columbia Broadcasting System yesterday filed a $1,000,000 damage suit against Columbia Pictures in Federal Court here seeking to enjoin it from use of the names "Colpix" and "Columbia" in selling phonograph records.

The complaint states that while Columbia has been in the motion picture business, it is now selling records under the "Columbia" title and thereby infringing on the trademark for Columbia Records. In addition to asking an injunction barring use of the two names CBS calls for an accounting of all monies received by Columbia Pictures in the sale of records to date.

PERSONAL MENTION

RUBE JACKTER and PAUL N. LAZARUS, JR., Columbia Pictures vice-presidents, will leave New York over the weekend for Chicago. They will be accompanied by home office executives JEROME SAFRON, JOSEPH FREIBERG and H. C. KAUFMAN.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, and JOSEPH MOSKOWITZ, 20th-Fox vice-president, left New York yesterday for Hollywood.

•

LOUIS PHILLIPS, Paramount Pictures vice-president and general counsel, has left New York for a vacation at Palm Springs.

•

BARRY CARNON, publicity manager of Empire-Universal Films, returned to Toronto yesterday from New York.

•

J. MYER SCHINE, chairman of the board of Schine Enterprises, will leave New York at the weekend for Miami.

•

TAMMY ROSENTHAL, daughter of DAVID ROSENTHAL, United Artists branch manager in Cleveland, has announced her engagement to JAMES GREEN.

•

GEORGE LYNCH, film buyer for the Schine circuit, and SEYMOUR MORRIS, advertising - publicity director for Schine Enterprises, will return to Gloversville, N. Y., today from here.

Rogers Would Legalize

(*Continued from page* 1)

company, because of pending court suits. The law doesn't permit the disposal of vested property while litigation affecting it is pending.

Rogers said he would ask legislation to permit the sale regardless of pending litigation. "This thing can be dragged out in the courts for years," he said, "and unless we get new legislation, we'll never be able to sell the company."

Jurist on UATC Board

Judge Meier Steinbrink of New York has been elected to the board of directors of United Artists Theatre Circuit. The jurist is also a director of several other companies and banks.

To Start Spanish Talks

Frank Gervasi, of the Motion Picture Export Assn., left here by plane yesterday for Madrid to begin talks on a new film import and remittance agreement with Spanish officials.

Levy Cites Rise in Industry Legal Fights

Evidence that various segments of the industry are becoming more conscious of their legal rights and going to battle to protect them is cited by Herman Levy, general counsel for Theatre Owners of America, in an industry case digest sent out to the membership and released here yesterday.

Subject of the digest is a case filed by Walter Reade, Inc. against the mayor and township committee of Woodbridge, N. J., in which Reade secured repeal of an ordinance which would have imposed restrictive measures on the hours of operation of the Reade Drive-In in that town.

Other recent cases mentioned by Levy as revealing concerted industry action against "confiscatory, discriminatory, and arbitrary" legislation are:

A test of the constitutionality of a Connecticut town's ordinance which requires each theatre owner to have a policeman on the premises, paid for by the theatre owner.

Tests of the constitutionality of censorship laws.

The suit by Paramount Pictures for the return to it of censorship fees paid to the State of Ohio over a period of years on the ground that the Ohio laws under which the fees were paid were unconstitutional.

Extras Guild Elects

(*Continued from page* 1)

president Jeffrey Sayre, to succeed him. Sayre will serve as president until the organization's annual election of officers next May.

In accepting Farnum's resignation, the Guild board named him president emeritus. Thus SEG becomes the only union to have two presidents emeritus, Ed Russell also having been awarded this title when he resigned as president of the Guild many years ago.

Laub on B.V. Board

Joseph J. Laub, Buena Vista general counsel and secretary, has been elected to the board of directors of the company, it was announced here yesterday following a board meeting. Laub replaces Leo Samuels, who resigned as B.V. president last week. Other members of the board are Irving H. Ludwig, Ned E. Clarke, Louis E. Gaudreau, and Franklin Waldheim.

Alfred Craig Dead

SEATTLE, Jan. 15. – Alfred O. Craig, projectionist in this area since 1907, died here at the age of 70. He was a native of Rockville, Ind.

Hall Date for 'Some'

M-G-M's "Some Came Running" will open at Radio City Music Hall next Thursday.

FOR THE RECORD

"Around the World in 80 Days," the Todd-AO film, inadvertently was not included in the list of top grossing pictures of 1958, published in Motion Picture Daily last week. The picture, in the 1957 listing, should have been included for 1958 on the basis of continued remarkable grosses.

'Oscars' to Be Chosen From Among 396 Films

From THE DAILY Bureau

HOLLYWOOD, Jan. 15. – The Academy of Motion Picture Arts and Sciences revealed today that 396 pictures released last year are eligible for "Oscar" consideration. Of these films, 256 were in black and white, and 140, in color.

One hundred and twenty four of the 396 pictures were made by American producers abroad or by overseas companies, with English dialogue or subtitles, it was disclosed.

Johnston Leaves Feb. 1 On Trip to Far East

From THE DAILY Bureau

WASHINGTON, Jan. 15. – Motion Picture Association President Eric Johnston is scheduled to leave Sunday, Feb. 1, on a month's trip to the Far East.

Johnston is heading specifically for Japan, but hopes to include at least Burma and the Philippines on the trip.

To Bestow UA Award

The Creative Film Award will be bestowed on United Artists' "N. Y., N. Y.," (A Day In New York) by Salvador Dali and Lotte Lenya at ceremonies held by the Creative Film Foundation and Cinema 16, co-sponsors of the Award, at the Fashion Trades High School Auditorium here Tuesday and Wednesday. "N. Y., N. Y." was produced and photographed by Francis Thompson with a musical score by Gene Forrell.

Special 'Anne' Unit

The RKO Palace Theatre here has set up a special theatre party service to handle requests for large blocks of seats to performances of George Stevens' "The Diary of Anne Frank," which world premieres March 17 at the theatre.

Edward Richardson Dies

CLEVELAND, Jan. 15. – Edward Richardson, manager of the Granada Theatre here for 21 years when it was a unit of the Loew's Theatres chain, died this week following a short illness.

Sugar Name

(*Continued from page* 1)

U. S. Army Air Force from 19
1945. Upon leaving the servic
became assistant contract ma
for P.R.C. and when it merged
Eagle Lion he continued as ma
of the contract department. Lat
rose to the position of executiv
sistant to the distribution vice-
dent.

In 1951 Sugar was in charge o
contract and play date depart
for United Artists. Since 1953 h
been metropolitan district and b
manager for the UA New Yor
change.

SBC Charges Delay

(*Continued from page* 1)

complaints that ASCAP didn't
the interest of the smaller music
lishers, and urged Justice to tak
tion to tighten an old consent d
involving ASCAP. Justice notifie
subcommittee in June that it pl
to do this.

A committee report today note
seven months have passed wi
action. "The committee is una
understand why such unprod
action should be tolerated by th
partment," it said. "If the depar
is convinced corrective action is
for, it would seem to follow that
action should be taken season
Actually, department officials
indicated they hoped to get an
ment from ASCAP shortly.

Green, Tomlinson

(*Continued from page* 1)

firm, Stryker & Brown, report
distributed its total holdings of
035 Loew's shares to its partne
cording to their interest in the
Green reported he received the
shares in that distribution.

No Longer Board Members

Both Green and Tomlinson
resigned from the Loew's boa
directors. They and the third L
dissident, Jerome Newman,
dropped from Loew's manage
slate of proposed directors to b
mitted to the annual meeting of
holders for a vote next mont
meetings of the Loew's boar
scheduled during the interim.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starr
ROSALIND RUSSEL
FORREST TUCKER • CORAL BROWNE • FRED C
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
AND GALA STAGE SPECTAC

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

PEOPLE

eorge W. Chane, Radio Corp. of rica vice-president, management neering, has been named vice- dent, finance and management neering. **Ernest B. Gorin** continues ice-president and treasurer with onsibility for banking, invest- s, treasury and stockholder rela- matters. **Howard L. Letts, RCA** president, business affairs, tele- n network and NBC, has been ed vice-president and controller, responsibility for all corporate eting and operating financial mat- Both **Letts** and **Gorin** will report **hane.**

□

les Livingston, recently ap- ed Columbia Pictures branch ager in Cleveland, will be guest onor at a testimonial luncheon in Theatrical Grill on Jan. 26. The will be sponsored jointly by the eland Salesmen's Club and the ety Club. **Martin Grassgreen,** men's club president, is in charge rangements.

□

les **Alberti,** president of Endorse- s, Inc., has acquired the motion re rights for a film biography **rthur** and **Kathryn Murray.**

w Goldstein Tour

brey (Razz) Goldstein, Allied ts vice-president and general sales ger, resumes on Monday his na- wide tour of the company's offices utline the current and future uction plans. Goldstein, who has holding a series of luncheon ings with exhibitors in all the nge cities, is scheduled to visit napolis, Chicago, Milwaukee, eapolis and Kansas City during oming week. Following his tour e midwest, Goldstein will swing on Jan. 26 with stops in Dallas, Orleans, Atlanta and Charlotte is itinerary.

Iore Join TOA

vo more operators of small thea- have joined the Theatre Owners merica. The T.O.A. New York this week announced that les P. Massey of Mt. Airy, N.C., enrolled his Dobson Drive-In tre in that city T.O.A., and that am Macon of the Western North lina Theatres, Inc., of Asheville, had enrolled his Starlite Drive- Asheville, and his Garden City e-In in Marion. The memberships secured by George Roscoe, A.'s director of exhibitor relations.

Martin to Meet Press

H. Martin, Universal Pictures ral sales manager, has invited press editors to a luncheon con- ce at the Laurent Restaurant here Wednesday to discuss matters eneral interest to the industry in ect for 1959.

Allied Charges 'Unfair,' Says Justice Dept.

(Continued from page 1)

Justice does indicate that Allied's grass roots campaign has been having some fruit. However, the Justice reply at no point gives ground before the Allied charges: It asserts the right of the distributors to charge per person film rentals; and denies this is illegal price-fixing; it maintains that Justice has not permitted excessive theatre acquisition by divorced circuits; asserts distributors can not be forced to license films if they don't want to; and reaffirms its refusal to permit preemptive right production by divorced circuits.

Recalls SBC Hearings

The Justice reply says that much of Allied's charges was covered in the Senate Small Business Committee hearings, and that the committee's report on its hearings in no way indicated the department had been derelict in enforcing the Paramount Case judgments.

Noting that Allied protests Paramount's licensing "The Ten Commandments" on the basis of a royalty payment of a fixed amount per person, the Justice statement denies this is illegal, declaring "the exhibitor is left free to determine for himself what the admission prices shall be." It concedes the exhibitor is unlikely to charge less than the rental and is very likely to charge more, but says "this is no different from what the purchaser of a commodity for resale generally does, which is to endeavor to get sufficiently more for the commodity that it cost him."

Sees No Difference

"The fact that a motion picture is licensed for exhibition rather than sold for resale and the fact that it involves entertainment rather than a physical commodity being purveyed to the customer does not make the situation materially different," the Department declared.

The Paramount policy, the statement continues, does not involve admission price fixing, because the exhibitor "is entirely free to determine for himself what his gross profit shall be; that is, how much above the per capita royalty payment he will ask his patrons to pay." The statement also says Paramount has a perfect right to seek some compensation to cover children admitted free by some drive-ins.

Circuit-Basis Selling Banned

Similarly, Justice maintains, the Paramount judgments do not contain compulsory selling provisions. The judgments do require licensing on the merits and without discrimination, and Justice is enforcing this, the lawmakers are told, to make sure that distributors do not sell a picture to a circuit on a circuit basis and to make sure that distributors are not unfairly preferring independent theatres over circuit theatres.

However, the statement continues, the provision "does not require a distributor to license a picture at a particular time in a given community; and it does not require that because a picture has been offered for licensing in one city that it necessarily must be offered for licensing in another city. Nor does it require a picture to be licensed upon certain terms because it has been licensed on those terms to other exhibitors in other competitive areas."

Precedents Cited

Justice cites several court decisions that "no person is required to sell to all comers."

Answering Allied complaints that Paramount refused to license "The Ten Commandments" and that Fox refused to license "Peyton Place" in some areas, Justice says "It is within the business prerogative of a distributor to decide the number of theatres it will license in a given community on a particular run." Justice suggests the companies might have wanted to cut down the number of first neighborhood runs in order to meet complaints that too many theatres are playing the same film simultaneously and that the theatre-going public frequently has too limited a choice of pictures at any one time.

Mercury Theatre Sale Treated

In the more than two years since the Senate hearings, Justice says, only six theatres have been acquired by divorced circuits, and each was subject to hearing and approved by the court as not unduly restraining competition. The Justice reply deals at great length with the circumstances surrounding the acquisition by American Broadcasting - Paramount Theatres of the Mercury Theatre in Chicago. Competing independent theatres wanted to prohibit the Mercury from having any clearance or run priority over them. Justice declares this would not have been in the public interest because it would have "frozen" a situation under which the theatres all play the same program and the public has no choice of films.

Stresses Fairness to AB-PT

This does not mean, Justice states, the government wanted to do anything "affirmatively" to bring about competitive bidding in the area. However, it adds, "the government felt AB-PT should have the same freedom to compete as its competitors have; the run and clearance it seeks should be left to its own business discretion; and the theatre-going public should not be precluded from certain advantages that might accrue if the competition between the theatres concerned takes certain turns."

Later on, Justice says "it is not consistent with the anti-trust laws to freeze the runs on which theatres operate or the clearances which theatres may take; and bidding for a picture between theatres which are in competition, with the theatre winning the picture taking a reasonable clearance over the other, is both lawful and occurs frequently."

As for Paramount Pictures' acquisition of the Esquire Theatre in Chicago, Justice says the Paramount judgment contained no prohibition and "the history of the entry of the judgment and the judgments which followed in the Paramount Case negatived any possible implication that the acquisition was enjoined." It quotes the Supreme Court decision that vertical integration in the industry was not "illegal per se."

Points to Allied Circuit Plea

Finally, Justice notes the Allied pamphlet does not mention that Allied joined with other exhibitors in urging Justice to permit production by divorced circuits on a preemptive right basis. Justice refused to do this, the reply states, because "a careful study of the proposal convinced the Division it would be inconsistent with the maintenance of competitive conditions in the industry, and especially convinced us it would work to the detriment of small independent exhibitors in that the right of preemption to be enjoyed by the circuits would give them a distinct advantage.

"Our decision is an indication of our earnest concern for the preservation of true competitive conditions in the motion picture industry and for the small exhibitors," it asserts.

Roy Cochrans Killed; Little Rock Exhibitors

Special to THE DAILY

MEMPHIS, Jan. 15—Mr. and Mrs. Roy Cochran, who own two theatres in Little Rock, Ark., were killed instantly early today in the front yard of their home at Little Rock when high tension electric wires fell on them during a severe thunderstorm. Their bodies were recovered by firemen who were called by neighbors after the power was turned off.

Cochran owned Jory Theatre and Scenic Drive-In at Little Rock. He was a former president of Tri-State Theater Owners and on the board of Arkansas Theatre Owners.

Mr. and Mrs. Cochran had left a party in Little Rock at 12:30 A.M. and had just reached home. The party was in honor of the 37th anniversary of Wallace Kaufman in the theatre business. Kaufman owns the Imperial Theatre at Benton, Ark.

Justice Heffernan, 76

ALBANY, N. Y., Jan. 15. — A Requiem Mass was celebrated today in St. Mary's Catholic Church at Amsterdam for Justice Christopher J. Heffernan, 76, who died Monday in a hospital there, after an illness of several months. Justice Heffernan, who served in the Supreme Court and in the Appellate Division, third department, for many years, not only participated in decisions on motion picture censorship cases during his designation to the Appellate Court, but also subsequently twice made findings, as official referee, in appeals by builders of drive-ins against town ordinances seeking to ban such theatres.

20TH CENTURY-FOX
IS PROUD TO ANNOUNCE
THE AVAILABILITY OF
THE SOUND AND THE FURY
FOR SELECTED ENGAGEMENTS
AT EASTER

from the producer
and the director of
"THE LONG, HOT SUMMER"
20th brings you

YUL BRYNNER

ACADEMY AWARD WINNER
for "The King and I"

JOANNE WOODWARD

ACADEMY AWARD WINNER
for "Three Faces of Eve"

MARGARET LEIGHTON

INTERNATIONALLY HONORED
for "Separate Tables"

Nobel and Pulitzer Prize Winner
WILLIAM FAULKNER'S

THE SOUND AND THE FURY

A **JERRY WALD** PRODUCTION
co-starring
STUART WHITMAN · ETHEL WATERS

sensational new
star discovery

the distinguished
American favorite

JACK WARDEN · FRANCOISE ROSAY

DIRECTED BY **MARTIN RITT**
SCREENPLAY BY
IRVING RAVETCH and **HARRIET FRANK, Jr.**
CINEMASCOPE
COLOR by DE LUXE

MGM-TV Sets Big Program For New Year

From THE DAILY Bureau

HOLLYWOOD, Jan. 15–MGM-TV will place a minimum seven half-hour pilots before the cameras during the coming three months, it was announced by studio head Sol C. Siegel. With the announcement, TV becomes a major part of MGM's overall production program, according to Siegel, who has taken personal charge of developing a big-scale TV program.

The decision to place the company's manpower, story properties and physical facilities behind important TV series is the result of many months of analyzing the market and planning, Siegel said. The properties prepared under the supervision of Richard Maibaum, executive producer of MGM-TV, during the past year, will be offered to advertising agencies and clients for the 1959 fall season.

Seven Productions Described

The following pilots will be filmed in January and February under MGM-TV's stepped-up television production program:

"Father of the Bride," starring Jim Backus, to be produced by Al Lewis. Romantic comedy.

"Jeopardy," to be produced by Andrew and Virginia Stone and filmed entirely on location. Suspense.

"The McGonigle," starring Mickey Shaughnessy, to be co-produced by Harry Joe Brown. Adventure-comedy.

"Johnny Eager," to be produced in association with Wilbur Stark and Jerry Layton. Action-adventure.

"You're Only Young Once," to star Dean Jones. Romantic comedy.

"Amigo," starring Gilbert Roland, to be produced by Don Siegel. Action-adventure.

"Maisie," starring Janis Page, to be produced by Tom McKnight. Romantic comedy.

Meanwhile it was disclosed that independent TV production at MGM has reached an all-time high. Five series are being produced by companies using the MGM facilities.

Seek to Improve Projection

(*Continued from page* 1)

Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees and Motion Picture Operators; Martin N. Wolf of Altec Service Co.; and D. H. Kunsman of RCA Service Co.

Kerasotes based his request on findings of the Motion Picture Research Council in a two-year study of 700 first and second run theatres in 100 U. S. cities. In its report, released Jan. 6, the Council said that 74 per cent of the theatres visited had inferior projection due to mechanical misalignment of optical equipment. It also found incorrect screen brightness levels in 69 per cent of the theatres and use of lens of incorrect focal length to show product in either anamorphic or regular ratio to better advantage in 43 per cent of the theatres.

Kerasotes yesterday asked the five organizations to join with TOA to develop a training and educational program and also to establish a system of visiting theatres to check on projection and "call to the owner's, manager's, and projectionist's attention when sub-par projection is occurring and show them how to correct it then and there."

Aim Is Mechanical Perfection

"In these critical days for motion picture theatres, particularly in view of our intense competition from television and other entertainment media, our theatres must present the most mechanically perfect show possible to retain and build attendance," Kerasotes said. "MPRC's report would seem to indicate this is not being achieved and raises the strong possibility that some exhibitors might not realize they were presenting an imperfect show. Certainly if they did I am positive they would have made the corrective steps themselves. In many, many instances, I am sure, corrective action involved adjustments to existing equipment rather than the need for new equipment."

Invites Suggestions

The TOA head asked in his letter for reaction to the proposal and suggestions for augmenting it. He said he was certain of active cooperation from MPRC.

IN LOS ANGELES

EIGHTH ANNUAL COMMUNION-BREAKFAST

For Catholics in the motion picture industry in the Los Angeles area, embodying production, distribution and exhibition of motion picture and television films, will be held on Sunday, February 1; Mass at 9 A.M., at the Blessed Sacrament Church with breakfast at 10 A.M. at the Hollywood Palladium.

For information and tickets contact the ticket chairman at your studio or office, or Selby Carr, 1664 Cordova, Los Angeles 7, Calif. Phone: REpublic 1-1165.

Tickets are $3.25 each.

Memphis Censor Board Reappointed for Year

Special to THE DAILY

MEMPHIS, Jan. 15–City Commission today reappointed for one year terms the four members of the city-county movie censor board–Mrs. B. F. Edwards, chairman, Mrs. Walter Gray, Mrs. T. Walker Lewis and Mrs. Somerville Hooker.

Shoot Edsel Tapes

Termini Video Tape Services will shoot several tapes tonight for commercials on the Edsel Car. Because of the fact that the commercials involve the showing of four models simultaneously, the video tape will be shot at the Production Center on W. 26th St. and be relayed back to the Video Studios at 1440 Broadway. The deal set by Kenyon & Eckhardt calls for the commercials to be seen this Sunday and the following Sunday on the "Ed Sullivan Show" over CBS.

Bookers to Install

The Motion Picture Bookers Club of New York will hold its 20th annual installation dinner and dance Monday night, Jan. 26, at Tavern-on-the-Green here. Emanuel Frisch will be toastmaster.

Weltner Cit

(*Continued from page* 1)

the advertising and publicity proaches that will support this program of pictures.

The division managers will to their respective headquarters the weekend advised by Welt reaffirm at every industry level mount's "unqualified faith in the of the business." They were ask convey the belief "that a new perity high will be attained b industry sooner than is ger surmised."

Has 'Tangible Evidence'

Weltner said that Param "tangible evidence" of its faith future is an array of completed ing and planned productions compares with the product st that characterized the company's ations of the mid-40's. He said announcement of the pictures be made following the complet release schedules now in prepa

New concepts in merchandisin advertising were outlined for the ing by Jerry Pickman, vice-pre and director of advertising, pu and exploitation, and Martin S. assistant director. Joseph Frie national exploitation manager, p pated in these discussions.

Strong Pre-Selling Plannec

Pickman and Davis said every Paramount picture would be pi to the point of absolute ma penetration as it is about to release. They told the sales exe that there would be a mark crease in expenditure for adve to support the new year's lineu that promotion activity in gene the consumer level would be s intensified. Confidence was exp by the two executives that bo returns would justify the "a character of the company's pro of new pictures.

Labor Progress Mad In Philippines by M

Progress is being made in lab gotiations on behalf of U. S. filn panies in the Philippines, the Picture Export Ass'n. was told regular board meeting this we addition the board heard a report on Argentina, where ec improvement was noted, and port on import procedure in Bi

Arrangements were also ma the board for distribution of li in Israel. This will be carrie according to the master license ula.

'House' Sets Recor

SAN FRANCISCO, Jan. 15.– Artists' "House on Haunted first film to employ the Emerg cess, grossed a big $3,317 o opening day of its world premi the RKO Golden Gate Theatr yesterday. Mark Alling, theatre ager, called the gross the the house has had in three ye regular admission prices.

All
e News
That
News

MOTION PICTURE DAILY

Concise
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to the
Point

85, NO. 11 | NEW YORK, U.S.A., MONDAY, JANUARY 19, 1959 | TEN CENTS

onnell Group

)A Acts on ›mpetition om Military

?resent Case in hington on Wednesday

Theatre Owners of America's ign to force military post thea- p play films after instead of of neighboring commerical thea- vings into action this week, with gs in New York and Washing- was reported at the weekend bert J. O'Donnell, chairman of)A Army-Navy committee.

'onnell said his committee will in New York today to plot y, and will go to Washington esday for meetings with Con- nal leaders and Pentagon offi- On Wednesday, O'Donnell said, mmittee will meet with Charles nucane, Assistant Secretary of se.

committee will go armed with

(*Continued on page* 5)

Stations Offered Gross Percentage

From THE DAILY Bureau

LLYWOOD, Jan. 18.—Producer t L. Lippert has negotiated deals several TV stations to promote w film "Sad Horse" in exchange per cent of the gross the pic- eceives in the respective areas. ilm is an Associated Producers' e for 20th Century-Fox release. stations involved will show a

(*Continued on page* 5)

ginia Exhibitors Hold 25th Conclave

Special to THE DAILY

CHMOND, Va., Jan. 18—The annual convention of the Virginia n Picture Theatre Ass'n. will be uly 6-9 at the Chamberlin Hotel, Point Comfort, Va., it was an- ed by Syd Gates, president.

l Roth, Valley Enterprises, Inc.,

(*Continued on page* 4)

VISION TODAY—page 6

Exhibitor Anxious, Wants Answers, Says Myers, as Convention Nears

From THE DAILY Bureau

WASHINGTON, Jan. 18.—The anxiety of exhibitors over problems "for which solutions must be quickly found" is drawing operators of conventional theatres, as well as drive-in owners, to Allied States' national drive-in convention in Pittsburgh next week, Abram F. Myers, Allied chairman and general counsel, reports in a current membership bulletin.

"This drawing together of different classes of theatre owners is easily explained," Myers writes. "They have identical problems that are daily growing more acute.

"Concessions play a larger part in

(*Continued on page* 4)

New York Variety Club Installs 1959 Officers

(Picture on Page 4)

Installation of officers and crew for 1959 of the Variety Club of New York, Tent No. 35, was held Friday at a general meeting and luncheon at Toots Shor's Restaurant. Robert J. O'Donnell officiated at the induction.

Officers include Ira Meinhardt, who was reelected chief barker; Harry Brandt, first assistant; James Velde, second assistant; Walter Framer, property master, and Jack H. Hoffberg, dough guy. Canvasmen are Irving Dollinger, Alex Harrison, Jack H. Levin, Morris Sanders, Robert K.

(*Continued on page* 4)

Fox Opens Summit Meet In Hollywood Today

From THE DAILY Bureau

HOLLYWOOD, Jan. 18—All phases of operations of 20th Century-Fox—including domestic and foreign distribution, record production and distri-

(*Continued on page* 5)

REVIEW:

Tempest

DeLaurentiis—Paramount

THERE are two axioms for making motion pictures which the experts say should always be observed. The first is that the play (or the story) is the thing. The second is that movies should "move."

Both these precepts have seldom been carried out so faithfully at one and the same time as in the Dino DeLaurentiis production of "Tempest." This is a spectacle film made on the grand scale—in Technirama and Technicolor—with an "all-star" cast, lavish sets and costumes and two major battle scenes employing hundred of extras.

More important: It tells an action-filled story at a brisk and stimulating pace that never lets up. Audiences are likely to be gasping for breath at the end of it and not realize they have been sitting in the theatre for five minutes over two hours!

The source of the script is a novel called "The Captain's Daughter" by the Russian author, Alexander Pushkin, set in the days of Catherine the Great. It was filmed on location in Yugoslavia and Italy with one of its settings the Bourbon Palace at Caserta (near Naples) used for the scenes taking place in Catherine's court. The international cast includes (in order of billing) Silvana Mangano, Van Heflin, Viveca Lindfors, Geoffrey Horne, Oscar Homolka, Robert Keith, Agnes Moorehead, Helmut Dantine, Finlay Currie, and Vittorio Gassman.

Script writers Louis Peterson and Alberto Lattuada plunge the audience into the story right away, and the manner in which they set up the historical background is a model of simplicity and speed. Catherine

(*Continued on page* 5)

Thompson Plan

Bill Would Cut Admission Tax Further

Affects Theatres with 'Live' Show on Program

From THE DAILY Bureau

WASHINGTON, Jan. 18. — Rep. Thompson (D., N. J.) has introduced a bill to cut the Federal admissions tax still further where a motion picture theatre includes live entertainment on its program.

The measure faces a very long and hard road to enactment, since it runs counter to the program of the Treasury and of House Ways and Means Committee Chairman Mills (D., Ark.) to resist further selective tax cuts. Moreover, Thompson is not a member of the committee, and so in no position to push his bill.

The bill provides that where a "substantial part of the program consists of live musical or dramatic perform-

(*Continued on page* 6)

ACE Is 'Happy' with Harris Toll-TV Bill

From THE DAILY Bureau

WASHINGTON, Jan. 18 — The American Congress of Exhibitors is "very happy" with the anti-subscription television bill introduced last week by House Commerce Committee Chairman Harris of Arkansas.

This was the report from Marcus Cohn, television attorney for the group. All indications were that ACE would endorse the Harris bill when hearings start in February or March.

The bill would ban all subscription TV except for very limited technical

(*Continued on page* 4)

Sun Theatre Suit Asks $250,000 of Clasa-M

The Sun Theatre, Brooklyn, has filed an anti-trust suit in U. S. District court here against Clasa-Mohme, Spanish language film distributor, and the Harry Harris circuit charging collusion and refusal to service the Sun with films. The suit asks damages of $250,000 and seeks a preliminary injunction.

PERSONAL MENTION

ALEX HARRISON, general sales manager of 20th Century-Fox; **Henry Onorati**, president of 20th-Fox Records, and **Lou de Guercio**, recording vice-president, left New York over the weekend for the Coast.

•

Wolf Cohen, president of Warner Brothers International, has returned to Hollywood following a tour of the Far East.

•

Joseph E. Levine, president of Embassy Pictures Corp., left here on Friday for Rome.

•

Hal Roach, Jr., left here on Friday via B.O.A.C. for Germany.

•

David Bader, Atlantic Television Corp., vice-president in charge of sales, will return to New York at the end of this week from Chicago.

•

Scott Lett, general sales manager of Howco Productions, was in Atlanta last week from Hollywood.

•

Ross Hunter, producer, has arrived in New York from the Coast.

•

Berne Tabakin, NTA vice-president in charge of West Coast operations, has arrived in New York from Hollywood.

•

Sid Hyams, managing director of Eros Films, Ltd., London, returned to Britain from New York yesterday via B.O.A.C.

•

Alfred Hitchcock has returned to New York from London.

•

Jack Rose, producer, left New York by plane at the weekend for Rome.

•

Everett Olson, Paramount publicist, has left New York for Detroit.

•

Eric Hotung, executive of the Hong Kong Kowloon Entertainment Co., Ltd., was married in Scotch Plains, N. J. on Saturday to **Patricia Ann Shea**.

•

Sidney Harmon, producer, returned to Hollywood at the weekend from New York.

•

Russel Lloyd, British film executive, arrived in New York from London on Friday via B.O.A.C.

•

Victor Saville, producer, has returned to Hollywood from London via B.O.A.C.

Industry Needs Enthusiasm And Faith in Future: Davis

By WILLIAM PAY

LONDON, Jan. 14 (By Air Mail).—At an informal conference in Paris of the executives of Continental territories, comprising European managers of J. Arthur Rank Overseas Film Distributors, managing director John Davis reffirmed his faith in the future of the industry and the operations of the Rank Group.

He outlined the problems facing the industry throughout the world and, emphasising that never before had there been such a challenge, stressed the need for problems to be tackled with a modern approach, different ideas and new methods. Additional and successful business could be achieved with enthusiasm and optimism. The future is in our hands now, he said.

His Own Slate Is Heavy

He himself had shown faith in the Organisation in going ahead with a production programme of unprecedented importance, confident in the belief that the Rank sales force globally will extract maximum revenue from films available, he pointed out.

Davis was accompanied by Harry Norris, managing director of Rank Overseas, Kenneth Winckles, assistant joint managing director, and general manager Richard Odgers.

Delegates attended a two-hour screening of representative sequences from new films, none of which has been seen in Europe.

Church Bulletin to Run Milwaukee Film Ratings

Special to THE DAILY

MILWAUKEE, Jan. 18—The work and the film ratings of the Better Films Council of Milwaukee County will be distributed throughout Wisconsin, Northern Illinois and upper Michigan through the medium of a church bulletin, it has been announced by Mrs. Carl A. Meyer, preview chairman.

Kramer Letter Service here, which issues a bulletin that is sent to some 400 Protestant pastors in three states, has asked the council if the bulletin may feature an article about the council's work and list its film ratings. This will be done.

The extent of the ratings will depend upon the space allotted each month. Concentration will be on the better-rated films.

Ainsworth Retiring

MILWAUKEE, Jan. 18—William L. Ainsworth, past president of Wisconsin Allied and long-time exhibitor in Wisconsin, has retired. Lyle Nelson has taken over his Shawano Theatre, at Shawano, Wisc.

Cite Congress Activity To Aid Small Business

From THE DAILY Bureau

WASHINGTON, Jan. 18.—The Senate Small Business Committee said last year saw Congress enact more legislation to help small business than in any previous year.

It cited laws to make the Small Business Administration a permanent agency and increase the maximum individual loan; tax changes to help small firms in depreciation, loss carry-backs, easier estate taxes, and other ways; and the act authorizing special small business investment companies.

Makes Four Suggestions

The committee expressed regret over increasing barriers thrown up to private anti-trust actions, particularly an increasing number of consent judgments by the Justice Department. It recommended Justice reconsider its policy in this field; Congress include attorney's fees and other costs in amounts plaintiffs can recover in cases for injunctive relief; Congress declare null and void agreements waiving private enforcement rights under the anti-trust laws; and that more government-secured information be made available to private litigants.

Daff on World Tour

Alfred E. Daff, former executive vice-president of Universal Pictures, accompanied by Mrs. Daff, left here by motor over the weekend for the West Coast, starting a round the world trip. They will be at the Beverly Hilton Hotel, Los Angeles, from Jan. 29 until they sail for Australia on Feb. 9.

The couple will spend two months or more in Australia where Daff has business interests, and will go from there to New Delhi and London before returning to New York around June.

Ohio Circuit Adds Two

CLEVELAND, Jan. 18— S.P. Correl and Leonard Mishkind, partners in General Theatres Circuit, have acquired, effective Feb. 1, the Montpelier Theatre, Montpelier, O., from George Foley, owner. They have also purchased the Hub Drive-in Theatre, Bryan, O., from the Daco Corp., bringing to 13 the total number of units in their circuit.

TENT TAL

Variety Club News

WASHINGTON — President E
hower on Friday received from Va
Clubs International at the V
House a report on the 32 yea
welfare activity of the organiz
The Variety delegation incl
George Eby, chief barker, Kim N
and Perry Como. The Presiden
honorary member of the Washi
Variety Club, also was present
special embossed folder and a
gold membership card for 1959.

△

BOSTON—Joe Cronin, vice-
dent and general manager of
Boston Red Sox, who has bee
chairman of the Jimmy Fund
for the past five years, has
selected unanimously to be th
cipient of the Boston Variety C
"Great Heart Award," given ann
to the person who has done the
est amount of good for the gr
number of people.

△

SEATTLE—Tent No. 46 has
ed Lee Schulman as chief b
Frank Christy and B. C. Johnson
been named assistants, Dick C
property master and C. B. Jo
dough guy. Crew members are
Beale, Doug Forbes, Glenn Ha
John Riley, Homer Schmitt and
Volchok.

△

DES MOINES—Mrs. Don
former film booker in the area bu
now assists her husband in h
surance business, has been n
chairman of the ladies auxilia
Tent No. 15, succeeding Mrs.
Rubel.

△

ALBANY, N. Y. — Tent No. 9
is making early plans for repre
tion at the 32nd anniversary co
tion of Variety Clubs Internat
to be held April 1-3 in Las Veg

Mayor Erastus Corning issu
proclamation for the obser
of Variety Week, and the "T
Union," in a leading editorial p
the work of Tent No. 9 in the
of charity.

WB Sales Drive Big

Motion Picture exhibitors thr
out the world have given "an im
ate and rousingly enthusiasti
sponse" to Warner Bros. global
come Back, Jack" sales driv
honor of president Jack L. W
Bernard R. Goodman, sales vice-
dent and drive captain, said a
weekend. He based his estima
the response to the first week
drive, which began on Dec. 2
which will continue to April 4,

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

PEOPLE

re Schary on Jan. 27 will be the ipal speaker at the annual Good- Dinner of Temple Ohabei Sha- Brookline, Mass. **Ben Shapiro** airman of the affair.

☐

orge **Gruskin,** head of the radio tment at the William Morris cy, Hollywood, has resigned to p his own office as a consultant rogramming, sales and financing eatrical and TV films.

☐

rbert **Ross,** advertising director ue Magazine" has resigned after ears with the publication to join **George Ross** in the formation of Associates, Inc., publicity and relations organizations.

☐

n **Ward,** of the Ward-Kemp y here, has announced that he tly completed in Hollywood a with the Rosen-Finger Agency for joint handling of clients in notion picture field.

☐

nny **Thomas** and **Mort Sahl** will masters of ceremonies tomor- at the Award Dinner of the n Producers Guild, at which el **Goldwyn** will receive the tone Award for his "historic con- ion to the American motion pic-

☐

rge **Goodman,** 20th Century- alesman assigned to the Cleve- branch, has resigned to return former home in New York City. ill announce his future plans

☐

lrew **Spheeris,** of the Towne re, Milwaukee, also chairman March of Dimes Drive there, eard on Saturday in an appeal e campaign over WTMJ-TV.

☐

bert **J. Burton,** vice-president, tic performing rights adminis- , Broadcast Music, Inc., (BMI) een named chairman of the and TV division of the Legal ociety's 1959 campaign.

☐

ph **Sommers,** manager of the ic Theatre, Perth Amboy, N. J., **Merl Burdett,** of the Carlton e, Red Bank, are the joint win- or October in the "Manager of lonth" competition of Walter Theatres. Second prize for Oc- went to **Sam Hofstetter** of the ir Theatre, Asbury Park.

mbia Has 'H-Man'

ld-wide distribution rights, with ception of Japan, to the Jap- science-fiction drama "The ," have been acquired by Col- Pictures from Toho Interna- The color film, much of which nade on Tokyo locations, has lubbed in English for domestic , which is expected to take place late Spring or Summer.

RECEIVING A FAME AWARD: Dave Garroway, whose NBC-TV program, "Today," was voted Best Daytime Program in the tenth annual Television Today poll of national television critics and columnists for Fame Magazine receives certification of the award from Pinky Herman, associate editor of TV Today. The presentation was broadcast over the "Today" show on Friday.

Position of Exhibition, Distribution Outlined to F. Plains Woman's Group

Special to THE DAILY

ALBANY, N. Y., Jan. 18.—A first-hand exposition of the exhibitor's position and problems, and a similar outline of the distributor's policies and responsibilities, featured a discussion of motion pictures before the Afternoon Study Group of Fort Plains. The meeting was held in the home of a Fort Plains physician.

The outgrowth of complaints to the women's group voiced over horror pictures—in a letter to the Fort Plains newspaper—the two-hour exchange featured Michael Cory, an attorney operating the Center Theatre in Fort Plains, as well as the Strand in Canajoharie, and Edward Susse, Albany resident manager for Metro.

Cory defended the "horror" bookings he had arranged since taking over the Center. He stressed that they represented only 10 per cent of the approximately 130 features he had playing, while the teen-agers constituted 60 per cent of his audience.

Says They 'Kid' About Them

Cory pointed out that teen agers are the chief patrons for horror features; that they take such releases lightly and "kid" or "laugh" at them. Susse agreed on this. Cory also made the point that it is the responsibility of parents to check what pictures their children see, and to inculcate in them, at an early age, a sense of moral values.

He likewise underlined that there is not sufficient support for many "good" pictures; that units like the Study Group should do more to encourage their patronage. From the discussion came the idea of introducing art-type pictures, at mid-week, in the Center.

Susse strongly defended the policies of the major distributors and their "sense of responsibility." Many of the horror pictures, he added, had been produced by independent companies. Even some of the "shockers" distributed by major concerns had been independently produced.

Economics, if nothing else, dictated great caution by the majors in making films of this kind, Susse said. The former's production costs were too large for the grosses likely to be realized from most horror releases, he added.

'U' 'Furlough' Tie-In With Associated Food

Universal Pictures and the almost 300 affiliated Associated Food Stores in the Greater New York area have developed a joint promotion in connection with the New York premiere of "The Perfect Furlough" at the Roxy Theatre starting Wednesday. The Associated stores will salute "Furlough" in their newspaper ads on Thursday in the "New York Post," "New York Daily Mirror," "New York Journal-American," "New York Daily News," "Newsday" and "Long Island Daily Press" and offer its patrons an opportunity to win 50 free phone calls to U. S. Armed Forces personnel overseas.

A special entry blank will be printed in the papers which can be desposited at any Associated store. The stores will feature the promotion in a special window card which has been prepared tieing up the contest with the Roxy Theatre.

RKO Promotes 'Dark' With Special Stunt

RKO Theatres has devised a novel method to promote Warner Bros. "Home Before Dark" as a coming attraction.

First the house lights are turned on and the curtains in front of the screen closed. Then as the lights dim down a small spot is projected on the curtain and a record played in which an actress impersonating the heroine tells of her plight in the film's story in a dramatic manner.

Patrons are reported to be very favorably impressed by the stunt.

Censorship Panel Slated in Albany

Special to THE DAILY

ALBANY, N. J., Jan. 18—"Motion Picture Censorship" will come under scrutiny in a panel discussion which the School 16 PTA is to sponsor here tomorrow night. The round-table probably will broaden into a consideration of censorship for television and other mass media.

Participants include: Dr. Hugh A. Flick, former director of the State Education Department's Motion Picture Division and present executive assistant to Dr. James E. Allen, Jr., State Commissioner of Education; C. R. Roseberry, author of a current series of articles on "censorship" appearing in The Times-Union and former screen critic for the Knickerbocker News; Alfred G. Swett, Stanley Warner district manager and Albany Strand manager; David H. Beetle, editor of The Knickerbocker News (who will serve as moderator).

Seen as a 'First'

This is believed to be the first time that a theatre manager has been a member of such a panel in Albany. James A. FitzPatrick, of Plattsburgh, former chairman of the Joint Legislative Committee on Offensive and Obscene Material, and now its counsel, has likewise been invited to take part in the discussion.

New Museum Series on 'Superproduction' Starts

The Museum of Modern Art here yesterday launched a new film series called "The Superproduction," during which it will show 11 programs illustrating "the Barnum tradition" in films. First picture, now being shown, is Cecil B. DeMille's "Male and Female" (1919).

Ten Features Scheduled

On view for one week each of the series will continue with "The Thief of Bagdad" (1924), "America" (1924), "Beau Geste" (1926), "King Kong" (1933), "The Lives of a Bengal Lancer" (1935), "Romeo and Juliet" (1936), "The Good Earth" (1937), "Marie Antoinette" (1938), "Wuthering Heights" (1939) and "How Green Was My Valley" (1941).

Variety Club

(*Continued from page* 1)

Shapiro, Charles Smakwitz, and George Waldman. Fixer is Harry Pimstein, press guy, Al Steen; and Morton Sunshine is in charge of public relations.

Harold Klein, past chief barker, opened the meeting, and entertainment was supplied by comedian Morey Amsterdam and Harry Hirschfield.

Brandt presented a report on the tent's project of support for the Cancer Control Research Foundation. In order to raise $50,000 the tent is seeking to sell 200 tickets to the opening of ten entertainment events, including films, in New York. All distributors are participating and the first two films will be United Artists' "Some Like It Hot" and 20th Century-Fox's "The Sound and the Fury."

The tickets are being sold both in a group for $500 or for individual performances at $25. So far Brandt and Meinhardt have purchased two groups and one each by Bill German, Jack Levin, and George Waldman.

Seated on the dais, in addition to the new officers, were Amsterdam, William Caster, Hirschfield and Monte Berman.

George Kirk Fellows, 81

GREENWOOD, S. C., Jan. 18. – George Kirk Fellows, 81, one of the first owners of a motion picture theatre in this territory, died at his home here.

[*M. P. DAILY picture*]

THE WELCOME, especially to the new faces from TV, from chief barker Ira Meinhardt, at Friday's Variety luncheon.

Virginia Exhibitors

(*Continued from page* 1)

Washington, will serve as general chairman, with Jerome Gordon, Newport News, and John Broumas, Transamerica Theatres, Washington, serving as coordinators. Carlton Duffus, executive secretary of the Association, will be managing director for the convention.

The convention theme will stress the Silver Anniversary with a founders banquet Wednesday evening, July 8.

Fox Records to Rank

LONDON, Jan. 18. — Rank Records Ltd. has acquired exclusive distribution rights in the United Kingdom of 20th Century-Fox records. The series will be marketed on the Top Rank label.

THE NINTH ANNUAL
COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 25. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

N. Y. Theatres Included In 'Discrimination' Bill

Special to THE DAILY

ALBANY, N. Y., Jan. 18–"Motion picture houses, theatres, music halls, amusement and recreation parks, skating rinks, fairs, golf and race courses" are among the 40-odd types of establishments specifically defined as included in the term "place of public accommodation, resort or amusement: and as such, coming within the jurisdicition of the State Commission Against Discriminations under the terms of identical bills introduced by Senate Minority Leader Joseph Zaretski and Sen. James L. Watson, and Assemblyman W. E. Rice.

Many Fields Covered

The proposal also specifies retail stores, bathhouses, inns, taverns, roadhouses, hotels, restaurants, beauty parlors, barbershops, barrooms, liquor stores, ice cream parlors, bowling alleys, billiard and pool parlors, gymnasiums, hospitals and clinics, garages, "all public accommodations operated on land or water, as well as the station and terminals thereof." Likewise, public halls and public elevators of buildings and structures "occupied by two or more tenants, or by the owner and one or more tenants."

Drafted to make the Commission Against Discrimination's field more specific, the measure would take effect immediately.

ACE Is Happy

(*Continued from page* 1)

tests, until such time as Congress specifies the conditions under which subscription TV broadcasting can be carried on. The ban would apply to both broadcast and wire activities, both interstate and intra-state.

Cohn said that he was satisfied that the technical tests under the bill would be very strictly construed by the Federal Communications Commission and therefore would not be a significant exception to ACE's policy of opposition to all toll TV.

He said talks with FCC officials and Congressional experts had convinced him that toll TV operators would not be permitted to make economic test or tests of public taste but that the "technical" qualification would be interpreted as exactly that–only tests for technical performance.

Exhibitors

(*Continued from page* 1)

some operations than others, bu primary business of all theatres supply motion picture entertain Almost without exception all are fering from declining theatre at ance. They are keenly aware o need for novel, effective busi building projects. They know tha less attendance picks up promptl substantially, there will be no f for exhibition or any other bran the business.

Sees Supply All-Important

"Above all," Myers continues, are convinced that the solutio their problems depends upon an quate supply of quality films, t played while they retain their f ness, with film rentals that yie profit and admission prices whic majority of potential customers afford. They go further and that the security of producers distributors depends on the same siderations, since the ability of theatres to pay film rentals de on increased attendance and no creased admission prices.

"It is not expected," Myers "that the producing and distrib branches are going to assume risks incident to adopting such a gram all at once. Thus far durin movie depression they have bee yielding on most of the features t of. All right-thinking exhibitors for measures of compromise w if they cannot be legally agreed between the different ind branches, will nevertheless about by voluntary action follo exchanges of information, e ences and views.

'Time Is Running Out'

"After being rebuffed in its to talk things over, Allied begar mulating a program of action sp ly designed to accomplish the going reforms. . . . The exhi have manifested deep concern the program and want to know progress their leaders have ma carrying it out. They are conce ing their attention on the pro because it deals with essentials. time is running out and they d wish to squander any of it on ects of no immediate impor They want to know what is wl

"At the Pittsburgh convention are determined to speak their on pressing problems and why is not being done about them.

Para.-Lewis Deal Set

HOLLYWOOD, Jan. 18–Para Pictures and the new Jerry Productions have completed ne tions for a producer-talent-distri arrangement that this year will Lewis' first independent picture his new production banner. A ing date soon will be set for untitled film which Paramoun finance and distribute. The con will be star and producer, and Tashlin will write and direc picture on the Paramount lot.

ch Turned Out 113 s During Past Year

nch motion picture companies d out 113 films during the past the French Film Office here ed at the weekend. This marked p in production from 140 pic- in 1957 and 129 in 1956. Of 113 films, 79 were exclusively h, 27 represented coproductions Italy, while the remaining seven es involved cooperation, respec- , with Germany, Japan, Aus- Yugoslavia and Spain.

enty-four of the films were made lor and fifteen utilized wide , which is in approximate pro- n to the films made in these sses last year.

ring 1958, 34 French films d in the United States as against the previous year.

x Meeting

(*Continued from page* 1)

, television production and sales be gathered in one meeting, the 20th Century-Fox summit ns begin here tomorrow.

Called by Skouras

vened by president Spyros P. as, the meeting brings the heads these phases of the film company er, along with the Fox executives y keyed to film production. Each executives will be familarized he plans for the diversified ele- of the parent organization. In on, production and release plans 959 will be high on the list of for the meeting.

ticipating in the conferences the East will be: executive vice ent W. C. Michel, vice president eastern studio representative Moskowitz, 20th international ent Murray Silverstone, vice- ent Charles Einfeld, general manager Alex Harrison, De Luxe tories president Allan Freedman, ch director Earl Sponable and Fox record company president Onorati.

udio Officials to Participate

dio executives participating in neetings will be Buddy Adler, s executive assistant Lew Schrei- executive production manager ogell, studio literary operations David Brown, publicity director Brand, executive in charge of sion production Martin Manulis ice president in charge of tele- Irving Asher.

Stations

(*Continued from page* 1)

nd-one-half minute trailer aimed athful patrons four times weekly) weeks prior to the picture's ng.

local station with which a deal een set is KTTV. Others already d are with WPIX, New York, tations in 26 other cities.

Tempest

(CONTINUED FROM PAGE I)

is plagued by unrest among the peasants, and she fears that they and the Cossacks may get out of hand should a strong leader spring up in their midst. One does in the person of Pugachov who proclaims himself as Czar Peter III, proceeds to organize an army and to march against the fortresses of the Empress.

This action is what gives "Tempest" its major spectacle scenes: the battles of Pugachov on his way to St. Petersburg to dethrone the Czarina. In an early episode he and his followers storm Fort Bjelogorsk, an isolated outpost in the steppes, and take it by means of their superior forces. This sequence supplies plenty of excitement for the spectator. Lattuada, who also directed, keeps his screen images as violent and bloody as they are fast in coming.

Even better, however, is the staging of a later encounter in which Pugachov meets his Waterloo. Vast hordes of Cossacks and tribesmen sweep across the plains on horseback to meet the army of Catherine head-on. In a savage and brutal battle Pugachov is defeated and taken alive to St. Petersburg in a cage.

In the meantime another thread of the story has been developed which supplies the film with an appealing romance. The participants are a young cadet sent to Fort Bjelogorsk from Catherine's palace guard as a disciplinary measure and the daughter of the captain at the fort. Their lives become entangled with the fortunes of Pugachov. When the insurgent takes the fort, he spares the life of the cadet because the latter had befriended him once before.

Later this causes quite some complications for the lovers who have meanwhile been wed. The cadet is suspected of treason by the victorious Catherine because of his relationship with Pugachov. The young man is condemned to die, but in a dramatic scene at the end Catherine goes to the prison cell of Pugachov, who tells her the truth, causing her to free the cadet.

There are a number of other characters who become involved in subplots of these two main stories along the way, and there are other episodes (such as a spring festival celebration and a ball at Catherine's court) too numerous to recount here. The point is that "Tempest" avoids the usual pitfalls of such screen spectacles; one is always aware—without straining—of what is going on and easily keeps who is who and what is what straight. And one stays continually interested as this adventure—film "moves"—or rather, races—along.

The talented cast helps immeasurably. Heflin portrays Pugachov got up in a fuzzy red Cossack beard and makes him a rugged and earthy individual. (The script never defines Pugachov as a straight "hero" or "villain" but rather a combination of both.) Horne and Miss Mangano make an attractive pair of lovers, and Miss Lindfors is a regal and imperious Catherine. Homolka is good as the devoted servant of Horne, and Dantine is quite a cad as a fellow soldier of Horne who also loves Miss Mangano and seeks to disrupt her romance. Miss Moorehead has some strong scenes as the mother of Miss Mangano, and Keith is well-cast as the latter's father.

DeLaurentiis, who also produced "War and Peace" for Paramount, has brought forth another top film from another Russian classic.

Running time, 125 minutes. General classification. Release, in March.

RICHARD GERTNER

Helmut Dantine, Geoffrey Horne, Silvana Mangano, and Van Heflin.

Suggests Film Bait For New Generation

Special to THE DAILY

PORTLAND, Ore., Jan. 18. – A newspaper editor in a nearby town suggested that theatre owners try publicizing movies to the new generation as "A New Media," using copy something on the order of the following:

"They call it a movie. It's something like television except the picture fills a big, wide screen and is in color. They last more than an hour and there are no interruptions for commercials. The most amazing thing about this new media is that it actually is entertaining."

And, he concluded, "I wonder how long television can last with this new kind of competition?"

TOA Action

(*Continued from page* 1)

numerous cases collected from all over the country and Alaska, citing details of the competition caused by military posts showing films at token admission prices to audiences which include large numbers of civilians, before the same films are available to commercial theatres. It is the committee's contention this is unfair competition, highly injurious to private theatres, and contrary to government policy which declares military services will not compete with civilian business.

His committee will seek, O'Donnell said, approval by the military of a release schedule which will still enable posts to continue to show the films to servicemen at token admissions, but wherein the films will be shown after they play commercial theatres, thus eliminating one of the attractions for civilians to see the pictures early at military theatres.

Eight Committee Members

O'Donnell's committee consists of Burton I. Jones, Burton L. Kramer both of California, Robert R. Livingston of Lincoln, Neb., Albert M. Pickus of Stratford, Conn., Ernest G. Stellings of Charlotte, N. C., and John H. Stembler and Willis Davis, both of Atlanta, Ga., and George G. Kerasotes, TOA president, of Springfield, Ill.

While in Washington, the committee will headquarter at the Statler-Hilton Hotel.

O'Donnell said that reports from exhibitors indicate an effective job has been done at the grass roots level. Scores of Congressmen have been contacted by theatre owners between the time of TOA's convention in Miami in October and the reconvening of Congress last week in Washington, to advise them of the severe economic problems caused by the military theatres competition.

To Use Panavision

Hecht-Hill-Lancaster announced it will use the Panavision 35mm anamorphic process for its outdoor drama, "The Unforgiven," for United Artists.

Television Today

IN OUR VIEW

THE position which network broadcasting, especially television, holds and should hold in the affairs of the nation was outlined with several pertinent observations thereon last week by Thomas K. Fisher, vice-president and general attorney for the CBS Television Network and CBS Television Stations.

Speaking before the Nebraska Broadcasters Association, and with members of the Nebraska State Senate also present, Mr. Fisher discussed the part which television broadcasting, as well as radio, plays in the elective process in this country today. Broadcasting, it was pointed out, plays a major role and performs an important service to both the politician and the electorate, permitting the voter a far better opportunity for evaluation of candidates than other means.

•

Mr. Fisher went on to examine the situation which has only recently been clarified for the broadcaster, that is the former law which held the instrument of publication, in this case the television broadcaster, liable for defamatory remarks, perhaps made in the heat of political battle. The states, Mr. Fisher pointed out, finally took the lead in relieving the broadcasters of this onerous and totally unfair burden. Yet on the other hand the Supreme Court has yet to determine whether the broadcaster has a right to censor a candidate's speech. The problem is not yet solved, in any event, and a new approach may yet be required. The "equal time" bugaboo is another fearsome political problem the broadcasters must continue to face. The only sane and sensible solution, said Mr. Fisher, and we heartily concur, is repeal of the Federal regulation calling for "equal time." It is quite unlikely that the broadcaster will overstep the bounds of good sense in the event of such repeal.

•

Mr. Fisher then took up the matter of the restraints still imposed, forbidding the electronic coverage of the affairs of legislative bodies. To thus refuse is unjustified in the extreme and fails to recognize the place which radio and television now occupy in the daily lives of all of us. All of the standard objections to such reporting have ceased to have any real validity, in the light of the present advances in the science of broadcasting, yet still there is reluctance to let down the barriers. Relief from these restrictions will come eventually, but the matter will have to be pursued constantly before that outcome is reached.

With respect to the contention that broadcasting in certain circumstances would invade the witness' right of privacy, Mr. Fisher properly contends that when a witness appears before a legislative committee he becomes a part of an event of public interest.

•

In general, the matter of the coverage of governmental activity by the broadcaster was neatly summed up by Mr. Fisher when he said: "Any restraint upon the citizen's right to know, his ability to be informed of the conduct of his representative in his behalf, or his ability to follow the business of government . . . is an impediment to the functioning of a democratic government. . . . The question, I submit, is no longer whether the broadcaster shall have equal access in behalf of the electorate, but how soon?"

Briefly, and in conclusion, Mr. Fisher made the general point that television in programming gives the American public what that public wants, and if there be basis for fault-finding by the "intellectual snobs" who frown on TV, the fault be not with the television industry, but with the American public.

He is so right!

—Charles S. Aaronson

EVERY DAY ON EVERY CHANNEL TV
BROOKS COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

Barry Becomes Head Of NTA Film Network

Charles C. (Bud) Barry has been appointed president of the NTA Film Network, it was announced at the weekend by Ely A. Landau, chairman of the board of National Telefilm Associates, Inc. Barry assumes his new post immediately. He will report directly to Landau, who since the network's formation in 1956 has served as its president as well as board chairman of NTA, the parent company of the film network.

Barry last week resigned as vice-president in charge of MGM-TV, television subsidiary of Loew's, Inc., a position he had held since April 1956.

Set TV Hearings

WASHINGTON, Jan. 18. – Senate Commerce Committee Chairman Magnuson (D., Wash.) announced hearings Jan. 27 and 28 on his bill to give states and territories up to $1,000,000 each to set up educational TV stations. The legislation passed the Senate last year but bogged down in the House.

MPIC to Make Study Of Fluctuating Incomes

From THE DAILY Bureau

HOLLYWOOD, Jan. 18. – The Motion Picture Industry Council has announced it will undertake a survey, both within the industry and outside the industry, from various groups of fluctuating incomes of individual members who are affected by a tax average plan which the council intends to pursue this year within the new Congressional tax committee structure.

An effort is being made to obtain a tax reform bill which would aid artists and others whose income wavers considerably from year to year.

Goetz, Vidor Leaving

HOLLYWOOD, Jan. 18. – Producers William Goetz and Charles Vidor who have joined forces to film "The Franz Lizst Story" for Columbia Pictures, leave for London Monday on the first leg of a location hunt, which will take them to Vienna and Munich as well. While in London Goetz and Vidor will meet with Dirk Bogarde, who will play title role in picture.

Reopen in Milwaukee

MILWAUKEE, Jan. 18–The Milwaukee Theatre here is being opened by Al Schweitzer. It will be a German art house.

Tax-Cut B

(*Continued from page 1*)

ances" the present $1 admissi exemption shall be increased to the rate on the remaining porti from 1 per cent to 5 per cent.

The bill does not define "su tial part."

If enacted, the measure woul fit theatres like the Radio City Hall and other "showplace" with considerable live enterta and advanced price scales. It wo so benefit night clubs, legitimat tres and other entertainment. relief would be involved fo average theatre sticking to fil showing.

Thompson said the chief p was to stimulate hiring of mu and other "live" talent, but t felt his bill would also help the picture industry, "which has s a decline," by giving them a st to put on shows which might theatre patrons.

K. C. Bars 'Smiles'

KANSAS CITY, Jan. 18 stepped-up activity of the Board of Review, which censo tion pictures to be shown in th Friday extended to the Unive Kansas, in Lawrence, where scheduled to be presented tha was barred. The film, "Smile Summer Night" was cancelled placed by "A Tale of Two Cit the University Film Series.

CINEMA LODGE – B'NAI B'RIT
Special Evening Meeting
Wednesday, January 21, 1959
8:00 P.M.
HOTEL ASTOR
⁂
Premiere Showing: "PEOPLE AND AN IDEA
BEN GRAUER (Film Narrator) In Person
Prominent Stage and Screen Personalities
Top Veteran and Army - Navy Officers
⁂
- AWARDS
- REFRESHMENTS AND ENTERTAINMENT
- LADIES AND FRIENDS WELCOME

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 12 NEW YORK, U.S.A., TUESDAY, JANUARY 20, 1959 TEN CENTS

hower

ks Budget r USIA of 06,800,000

Cuts Ruled Out Year As Expected

From THE DAILY Bureau

HINGTON, Jan. 19. — Presi- isenhower asked Congress to he U.S. Information Agency's to $106,800,000 for the year ; July 1.

gress voted $98,500,000 for the ding June 30, and the President ed he would seek an additional 000 for this year, a total of 97,000 compared with $96,517,- past year

the total, the motion picture would get $5,752,300 in the year, compared with $5,293,-

(*Continued on page* 6)

sure on Reviewers Problem: Zunser

company pressure on critics to favorable reviews "is a fact of ut not a problem, Jesse Zunser, agazine film critic, says in re- g William K. Zinsser's "Seen ood Movies Lately," in the cur- sue of *Cue*.

ser, former N. Y. Herald-Trib-

(*Continued on page* 3)

ny to Get Todd-AO hington's Birthday

Special to THE DAILY

BANY, N. Y., Jan. 19.—Wash- 's Birthday has been set as the for the premiere of "South Pa- and Todd-AO at the Stanley r Ritz here. Preliminary work

(*Continued on page* 3)

TRADEWISE
on page 2
elevision Today
on page 5

Business Experience of Big Films Proves Industry Sound: DeMille

Special to THE DAILY

ANN ARBOR, Mich., Jan. 19. — The huge budgets being allocated to quality motion pictures today do not "indicate an industry tottering on extinction, or one even with a chronic disability," Cecil B. DeMille states in an article on "The Future of Motion Pictures" in the current issue of the Michigan Business Review, published by the University of Michigan School of Business Administration.

DeMille cites not only the $13,500,000 budget for his "The Ten Command-

Cecil B. DeMille

(*Continued on page* 3)

Connecticut Bill Would 'Tone Down' Film Ads

Special to THE DAILY

HARTFORD, Jan. 19—A measure designed to "tone down" motion picture advertising stressing sex and horror has been introduced into the Connecticut state legislature by Senator Mario A. Orefice, a Democrat.

Senator Orefice's proposed bill was

(*Continued on page* 5)

New Tax Relief Aids East Pa. Theatres

Special to THE DAILY

PHILADELPHIA, Jan. 19 — Two communities in the nearby Eastern Pennsylvania area have either cut or dropped the amusement tax, resulting in the reopening of two houses in Pottsville.

The Pottsville City Council repealed the five per cent amusement tax and the two center-city houses which closed two weeks ago, the Capitol and the Hollywood, reopened immediately. The amusement tax was drop-

(*Continued on page* 2)

Honor Goldwyn Tonight With Milestone Award

From THE DAILY Bureau

HOLLYWOOD, Jan. 19. — Samuel Goldwyn will be honored by the Screen Producers Guild at its annual dinner tomorrow night at the Beverly Hilton Hotel, when he is presented with the famed Milestone Award. The

(*Continued on page* 6)

REVIEW:

Sleeping Beauty

Walt Disney

HOLLYWOOD, Jan. 19

WALT DISNEY HAS certainly earned the right to have his name immortalized in the dictionary as a word meaning "the best in entertainment." There's no question about it, this one is a "disney." His "Sleeping Beauty" is no "sleeper." It is at once the peer of every animated feature ever presented and a milestone in animated picture making.

To predict the important grosses in store, one must take into world-wide account each increasing generation that will find it a timeless attraction.

This classic fairytale, which was six years in the making, depicted with perfect animation against a background of Tchaikovsky's "Sleeping Beauty" ballet music, was impressively filmed in sharp Technicolor and Technirama, with process lenses by Panavision for the 70mm prints which will be used in its initial engagements.

The voices behind the songs and characters belong to such familiar

(*Continued on page* 6)

$2.50 Per Share

S-W to Sell Cinerama, Inc. Stock Holdings

To Deliver 329,327 Shares To Kidder, Peabody & Co.

Stanley Warner yesterday completed an agreement by which it will sell to Kidder, Peabody Co., investment brokers, 329,327 shares of Cinerama, Inc., common stock at $2.50 per share.

The block being sold represents S-W's entire holdings in Cinerama, Inc. While S-W was required to dispose of its interest, after its initial period of exclusivity expired, Federal Judge Edmund L. Palmieri only recently had extended to Jan. 10, 1960, the deadline for its disposal. Had the stock not been disposed of by that time, S-W would have been required

(*Continued on page* 2)

Edele Appointed UA Branch Manager Here

D. J. "Bud" Edele has been appointed United Artists branch manager in New York, it was announced yesterday by James R. Velde, general sales manager. Edele was UA branch manager in St. Louis, a post he held for six years. He joined the company as a salesman in 1952.

Edele replaces Joseph M. Sugar, who has resigned as New York branch manager.

D. J. Edele

(*Continued on page* 3)

Deneau Will Conduct Para. Midwest Meeting

Special to THE DAILY

CHICAGO, Jan. 19—Sidney Deneau, vice-president of Paramount Film Distributing Corp. on Thursday will preside at a Midwestern divisional meeting at the company's offices here. Dis-

(*Continued on page* 3)

PERSONAL MENTION

WILLIAM T. ORR, Warner Brothers vice-president and executive television producer, has arrived in New York from Hollywood with his assistant, HUGH BENSON.

•

MILTON GOODMAN, Columbia Pictures home office sales executive, will leave here today for Chicago.

•

JACK DIAMOND, Universal-International studio publicity director, has arrived in Key West, Fla., from the Coast.

•

HARRY FEINSTEIN, JAMES M. TOTMAN and JAMES A. BRACKEN, of Stanley Warner Theatres, New Haven, have returned there from Hartford.

•

DAVID SUPOWITZ, theatre architect and former chief barker of Variety Club of Philadelphia, has entered Lankenau Hospital there.

•

ALMA COGAN, British actress, arrived in New York from London yesterday via B.O.A.C.

•

PAUL LANDERMAN, of Landerman Enterprises, Hartford, has returned there from Washington.

•

JERRY LEWIS has arrived in New York from the Coast.

•

MAX ROSENBERG, producer, was in Detroit last week from Hollywood.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., New Orleans, has entered a local hospital there for a check-up.

•

NELSON WAX, Philadelphia exhibitor and independent distributor, has announced the marriage of his daughter, MYRNA, to MARVIN KATZ.

•

MICHAEL GORDON, producer, has arrived in New York from the Coast.

•

PHIL GRAVITZ, exchange manager for M-G-M in New Haven, is recuperating there following surgery.

•

RICHARD THORPE, director, will leave Hollywood with ROBERT TAYLOR on Feb. 7 for London.

•

WILLIAM GANDALL, of the United Artists home office exploitation staff, has returned to New York from Hartford.

TRADEWISE

By ONLOOKER

NORMAN B. RYDGE, Australian industrialist and astute showman head of Greater Union theatres there, relays the following personal outlook for the industry there and elsewhere in 1959: "While the regularity of habit of motion-picture-going has been killed so far as theatres are concerned, because it has been replaced by the regularity of habit of seeing films on tv at home, still, big, new attractions will always command big audiences—perhaps bigger audiences than ever before. It seems as though production will gear itself to recognize this important factor. . . . We are in the throes of facing tv here in Australia and, of course, it is not a pleasurable task. For many years past we have been expanding our business, adding new and more theatres. Now we are going through the process of contracting our business, getting rid of houses, having fewer theatres but concentrating more than ever on the ones that are left. We will still have a good business and we have to be wise enough not to bury our heads in the sand and refuse to recognize that great changes are taking place around us." . . . Norman postscripts that he hopes to be in New York in 1959.

THE PRODUCTION Code advisory committee of which Kenneth Clark, Motion Picture Association vice-president, is chairman, will be unable to meet this week, as previously planned, to consider several proposed changes in Code administration because several of its members are not available. Clark says "hopefully" he will be in New York from Washington next week, though. . . . Reach for the proverbial grain of salt when you hear repeated those published rumors that 20th-Fox is considering buying control of the Skiatron organization with its pay tv system. Informed sources say approaches were made to 20th but there is no prospect at this time of a deal resulting. Fox's policy, we were assured by one intimately familiar with it, continues to be opposed to a "home" theatre and still is very much a champion of the established commercial theatre. . . . Samuel Goldwyn Prods. here has settled in its attractive new offices in the Columbia Pictures Bldg., having had to vacate the space it occupied for so many years in the Americas Bldg. after RKO's lease expired at the end of last year. Goldwyn sublet from RKO, which handled its distribution for years. Goldwyn's "Porgy and Bess," of course, will be distributed by Columbia.

SIDNEY SCHREIBER, Motion Picture Association general counsel, vacationing in Jamaica recently, was sauntering through the lobby of his hotel there, when he was unexpectedly hailed by a familiar voice. It belonged to Bob Coyne, former Compo special counsel, fresh off a visiting cruise ship. Schreiber has returned to New York and Coyne to his new post as president of Distillers Institute of America, with headquarters in Washington. . . . Max Cohen's standard reply to the question "How's business?" is: "Terrific. But it'll get better." . . . Dan Terrell, M-G-M publicity manager, heard of a new perfume that smells like money. Right away he wanted it used on those impressive advertising inserts in trade papers with the slogan, addressed to exhibitors, "You Can Bank on M-G-M." . . . We sat at a luncheon table in Dinty Moore's recently with a group of exhibitors. For more than half an hour the talk was of new, fast-selling items at the concessions counters, and successful experiences in converting marginal houses into bowling alleys. Not until coffee was served, were we able to join in the conversation. Someone mentioned films then.

THE RESEARCH department of Francis I. du Pont & Co. recently compiled a list of 44 companies whose stock it referred to as "theoretically worth more 'dead than alive.'" Only two film companies were on the list. The others represented every type of American industry, every one a well known company.

S-W to Se

(Continued from page 1)

to place the unsold shares in tr
ship.

Originally, S-W owned 9
shares of the total 2,837,801 sha
Cinerama, Inc., outstanding. M
the shares disposed of were exch
on a share-for-share basis for Cin
Prods. common stock. S-W's ho
of Cinerama Prods. are not af
by nor involved in the latest tr
tion disposing of the remainder
holdings of Cinerama, Inc., shar

The sale to Kidder, Peabo
scheduled to be closed next W
day.

New Tax Relief

(Continued from page 1)

ped after a petition was received
10,000 teen-agers protesting the
ing of the houses during the h
season.

In suburban Conshohocken, f
ing the appeal of Bernard Fried
er of the Riant, the only indoor
house in the community, Bo
Council voted to cut the amus
tax from 10 to five per cent.
said his house lost $5,500 in th
11 months of 1958, and paid ta
$3,500.

Meanwhile, in Reading, W
Goldman closed his Park upon r
of City Council to repeal the 1
cent ticket tax. Another Gol
house, the Strand, is operating
ends only.

ACE Meet in Milwau

MILWAUKEE, Jan. 19. — E
E. Johnson, president of Allied
tre Owners of Wisconsin, has
a meeting for Wednesday at F
Restaurant, to give all exhibitors
area a first hand report on the A
can Congress of Exhibitors.

NEW YORK THEATI

RADIO CITY MUSIC HALI
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starrin
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CI
in TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
AND GALA STAGE SPECTACL

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All
Are Yours
WHEN YOU NEED
Extra
SPECIAL TRAILERS
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Nir
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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

PEOPLE

liam **W. Hartman,** superinten-
of the synthetic chemicals divi-
f the Kodak Research Labora-
Rochester, N. Y., has retired
Eastman Kodak Co. after more
39 years of service.

□

Bogue has resigned as manager
rkoff Brothers' Midtown Thea-
orwich, Conn., and has been
ded by **John Durandi,** formerly
sistant.

□

G. Nicholas, publisher of the
urgh Sun-Telegraph" and a di-
of the Variety Club, has been
Junior Chamber of Commerce
f-the-Year for his work in the
f charity.

□

hur Knight, author and film
or "The Saturday Review," will
a class in the history of the mo-
icture in the evening session of
ollege's Institute of Film Tech-

□

Frances Russell has been
manager of the Amco Studio,
ood, formerly Kling Studios,
y taken over by **James Nichol-**
d **Samuel Arkoff** of American
ational Pictures.

ssure on Reviewers

Continued from page 1)

m critic, refers in his book to
e which he says was brought to
him to influence his reviews.
ser comments: "Moviemen are
entitled to make their views
and felt, just as newspapers and
nes do. All that is necessary is
e critic—and his publisher—to
e companies a fair hearing, and
ll them where to get off. There's
blem at all. You ignore the pres-
's as simple as that. Somebody
tell the other Mr. Z."

Too Broad Condemnation

er's book review also took the
Herald-Tribune film critic to
r what he regarded as a too
ondemnation of films.
pite Mr. Zinsser's pessimistic
tion," he writes, "movies, I
are not all moronic. They are
ike people—good, bad and in-
t—occasionally banal, occasion-
rilliant, sometimes dull and
but frequently intelligent, in-
and a considerable tribute to
ds and aspirations of man."

Industry Sound, Says DeMille

(Continued from page 1)

ments," and the $5,500,000 negative cost for "The Buccaneer," but other top productions, as well, including MGM's $15,000,000 negative cost for "Ben Hur."

"For astute business men—and there are those in motion picture studios as well as creative artists—to venture sums of this size, there must be dollars and cents proof that this money, with a reasonable profit, can be returned," DeMille writes.

Sees Heavy Demand for Quality

"The future of motion pictures has already been written on the balance sheets of the recent past. A motion picture of special quality has a far larger audience today than went to theatres to see any motion picture in the so-called heyday of films.

"Television, not motion pictures, however, is in the 'movie' business. The 'A' picture has become small and the 'little' picture, the 'B', has met a far kinder fate than its predecessor, the stock company. It has found a home on the television screen. "Motion pictures have taken their place with legitimate theatre as a permanent art form which will live and flourish so long as its artists continue to grow and create.

Decries 'Would-Be Doctors'

"This means full health and vigor —not the pale efforts of an invalid industry doubting its own strength and leaning on the coddling advice and ministrations of all the would-be doctors."

DeMille notes that 53,000,000 people have seen "The Ten Commandments" to date, with only a small fraction of the world's theatres having played it.

Edele Named

(Continued from page 1)

ager to become vice-president in charge of sales for Magna Theatre Corp.

Born in St. Louis, Edele entered the industry in 1935 as a booker for Paramount. He later joined Warner Brothers in St. Louis, where he served as a salesman for 11 years. In 1948 he was made branch manager for Film Classics in St. Louis, remaining with that company for two years. He then became St. Louis branch manager for Eagle Lion Films in 1950.

Edele served with the Navy during World War II and the Korean War. His appointment is effective Feb. 1.

Deneau to Conduct

(Continued from page 1)

cussions will center on release plans for new product.

Meeting participants will include division manager J. H. Stevens and the following branch managers: Robert M. Allen, Chicago; Thomas F. Duane, Detroit; Howard DeTamble, Indianapolis; Jess T. McBride, Milwaukee, and Ward Pennington, Milwaukee. Salesmen in the several branch territories will attend the meeting.

John T. Ezell Dies

ATLANTA, Jan. 19—John T. Ezell, for many years district manager here for major distributors, died last week in Philadelphia following a heart attack.

WB 'Tree' to Launch 3-State Business Drive

Warner Bros., joining with the Exhibitors Business-Building Forum in Minnesota and North and South Dakota, will make available 35 prints of "The Hanging Tree" for 125 bookings in a three-week saturation period, beginning Feb. 18, to help launch an area-wide theatre-promotion effort.

The business-building drive, which will get under way with the presentation of "The Hanging Tree," has been made possible through the cooperation of Wellworth Theatres, headed by Eddie Rueben; Theatre Associates, headed by Tom Burke; Northwest Theatres Corp. and Home Theatres Corp., headed by Frank Mantzke, president of the Allied Theatre Owners Assoc. in the area; the Minneapolis Amusement Co. and RKO Theatres.

Exhibitors are also banding together in other midwest states in a joint endeavor to increase attendance by devising their own sales promotion campaign on "The Hanging Tree". Plans for this were reported in Motion Picture Daily Jan. 15.

Max H. Schumann

HARTFORD, Jan. 19.—Max H. Schumann, 79, pioneer theatre owner, is dead at New Canaan, Conn. He established that western Connecticut community's first theatre, the Colonial, later acquired by Prudential Theatres, New York. He managed the New Canaan Playhouse until time of his recent retirement.

TENT TALK

Variety Club News

MILWAUKEE — Variety Club of Wisconsin, which annually pledges $25,000 to Mt. Sinai Hospital here, will seek this year to increase the donation to $40,000, to aid the hospital's need for larger quarters and expanded personnel.

△

Dr. Elmer Hess of Erie, Pa., of the executive committee of the National Society for Crippled Children and Adults, presented an award to Variety Clubs International at the annual Variety Club banquet. George W. Eby, international chief barker, accepted on behalf of all the nation's Variety Clubs.

△

DETROIT—The installation luncheon of Tent No. 5, held in conjunction with Variety Week drew more than 100 guests to the Olde Wayne Club. Announcement was made of new "heart projects," the first of which will be the support and training of Carol Ann Variety Gillenkirk, five-year-old girl who has been blind since birth.

Albany to Get Todd-AO

(Continued from page 1)

on installation of the process has started.

The Ritz, which played extended engagements of "The Ten Commandments" and "Around the World in 80 Days," on a hard-ticket basis, is scheduled to follow the same policy with "South Pacific." There is a possibility that in addition to "Sleeping Beauty," pictures like "Oklahoma" and "Around the World in 80 Days" (previously presented with 35mm. prints) may be brought back for Todd-AO presentation.

Spiegel to Speak

PITTSBURGH, Jan. 19.—Producer Sam Spiegel will be among the key speakers at the Allied State's Drive-In Theatre convention banquet which will bring to a close the three-day meeting on Jan. 28 at the Penn-Sheraton Hotel here.

'Orchid' to Bow Here

Paramounts' "The Black Orchid," starring Sophia Loren and Anthony Quinn, will have its world premiere Thursday, February 12, at the Plaza Theatre here.

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A Complete
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Motion Picture Daily Feature Reviews

These Thousand Hills

20th-Fox—CinemaScope

Happily cast, flawlessly directed and beautifully photographed in Deluxe color and CinemaScope, this big scale western has all the standard ingredients of the outdoor picture plus the delineation of character in depth which is so necessary for the new look in westerns. There is action, suspense, melodrama and romance, in balanced proportion and at well-timed intervals.

The Alfred Hayes screenplay from an A. B. Guthrie, Jr., novel, moves freely from the range to the bedroom and back again with Don Murray, Richard Egan, Lee Remick and Patricia Owens in the principal parts and Stuart Whitman and Albert Dekker in solid support.

Murray is a young cowhand whose ambitions have been colored by watching his father's failure as a rancher in Oregon and whose character has been molded in the path of hard rectitude by the same family influence. He joins a cattle drive to Fort Dodge, wins admiration for his riding ability, meets and forms a strange alliance with Miss Remick, a saloon "hostess," spends a winter wolfing with his trail buddy, Whitman, and starts on his way to wealth and respectability by buying a ranch with Miss Remick's savings.

Under the sponsorship of Dekker, town banker whose niece, Miss Owens, becomes his wife, Murray prospers but his earlier life catches up with him when Egan, always his jealous rival, forces him to join a lynching party which hangs Whitman for horse stealing. Trouble between Egan and Miss Remick leads to the inevitable raw and bloody hand to hand and fist to jaw fight, ending with Miss Remick shooting Egan to save Murray's life.

The moments of action, while too few for hard-bitten western fans, are spaced so as to sustain interest while the romance and other elements are designed to attract all types of audience. One among many outstanding scenes in the production, is a horse race between Murray, backed by his trail partners, and an Indian, riding Egan's horse bareback. Similarly a bone-rattling bronco busting scene in which Murray proves his way with horses to sceptical cowpunchers opens the picture with a bang.

David Weisbart produced, sparing neither the horses nor the scenery and the careful and polished direction was Richard Fleischer's.

Available for exploitation and useful as such, is a western song by Ned Washington and Harry Warren, which is sung behind the main title and which should go far on the jukebox circuit.

Several bits of frank bedroom dialogue, not particularly advancing the story, make the picture adult in classification.

Running time, 96 minutes. Adult classification. Release, in February.

James D. Ivers

Escort West

Batjac-Romina—U.A.—CinemaScope

Victor Mature, Elaine Stewart and Faith Domergue are the stars of this action-full western adventure. "Escort West" is, in fact, a good example of the conventional western at its most effective; a straightforward story briskly developed and punctuated at frequent intervals by rough and tumble action.

The time of the story is three years after the end of the Civil War and the locale is a section of the Oregon trail being ravaged by marauding Modoc Indians. Mature is seen as an ex-captain of the Confederate Army, a widower who is on his way to Oregon to make a new life for himself and his 10-year-old daughter, Reba Waters. At a trail station en route, they meet a small cavalry unit which is escorting to Fort Klamath a payroll wagon as well as two sisters from Boston, Miss Stewart and Miss Domergue.

Because of the antagonism shown to them by the soldiers and by the bitter Miss Domergue (her fiance was killed by the Confederates), Mature and his daughter do not team up with the cavalry group, but follow about two hours behind. On the trail again they eventually come upon the remnants of an Indian raid on the wagon train—the soldiers either dead or deserted and the two ladies in states of shock. Mature thereupon undertakes to escort the ladies to Fort Klamath. In the ensuing adve tures there are several bloody brushes with the Indians, Miss Domerg suffers a fatal nervous breakdown and love blooms between Miss Stewa and Mature. It is all quite simple but nonetheless full of suspense.

Francis D. Lyon directed the screenplay by Leo Gordon and Fr Hartsook, based on a story by Steven Hayes. Robert E. Morrison a Nate H. Edwards produced the Batjac-Romina production for Unit Artists release. It is filmed in black and white CinemaScope.

Running time, 75 minutes. General classification. Release, in Janua

Vincent Can

No Name On The Bullet

Universal—CinemaScope

Hollywood, Jan.

A paid killer with a dozen victims to his credit, able to escape the l because he can always prove self-defense despite the fact that he inci his target to the point of making them draw first, provides Audie Murp with a character study that he maintains with interest throughout t film. The Howard Amacker story, shaped into a tense, absorbing scre play by Gene L. Coon, has a psychological premise based on the sumption that everyone has a guilt complex resulting from some sec misdeed.

Murphy's appearance in a small, but growing Western town, becon a frightful experience for banker Whit Bissell; freight line operator, K Swenson; John Alderson, whose mine claim was stolen by Bissell a Swenson; and Sheriff Willis Bouchey among others. Bissell and Swens suspecting Alderson of having made a deal with Murphy for reven try to buy off Murphy. Alderson, on the other hand suspects Bissell a Swenson of hiring Murphy to finish him. Bissell is frightened to the po of committing suicide. Murphy, cold, and friendless, who refuses formation as to his reason for coming to town has everyone in a sw of fear.

Another one affected by Murphy's presence is Warren Stevens, w stole Virginia Grey away from her husband. He believes Murphy is to get him, and drinks himself into courage for a showdown, but tu coward as Murphy challenges him to draw first. Sheriff Bouchey is for by the townspeople to see that Murphy leaves, but suffers a bullet wou in his arm when he tries to use his gun in the attempt.

Murphy's mission is resolved when elderly Edgar Stehli, a former jud knowing that he is the marked man for having been part of a conspir that involves a mayor and a governor, and knowing that he is ab to die from an ailment, invites Murphy to kill him. Murphy, true to method, goads the judge into leaving his wheelchair to get a shotgun, having him believe he had taken advantage of the judge's daugh Joan Evans, who is betrothed to the town doctor, Charles Drake. T judge suffers a heart attack as he attempts to kill Murphy.

Charles Drake, who delivers a noteworthy performance in his starring relationship with Murphy throughout the film, has his own sh down with Murphy. He tosses a hammer at Murphy's arm to spell fir to a "fast gun" career. Jack Arnold's direction punctuates his interest character studies and suspense with first rate action.

Howard Christie co-produced this well-above-average Western w Jack Arnold.

Running time, 77 minutes. General classification. Release, in Februa

S. D.

Cooper Joins Para.

HOLLYWOOD, Jan. 19 — Jack Cooper has joined the Paramount Studio publicity department under Herb Steinberg, advertising-publicity director, to handle press planting. For the past several years Cooper has directed pre-release and release promotional campaigns for a number of independent production companies under the distribution banner of United Artists.

Rank Gets 'Verboten'

A deal has been closed for United States distribution of San Fuller's "Verboten" between R Film Distributors of America, Inc., RKO Radio Pictures, which prod the picture. Terry Turner has b engaged to spearhead the field pro tion and general exploitation of film in major key cities in associa with the Rank sales and publi staff.

EW:

ey Gets a Gun

ins—20th-Fox—CinemaScope

Hartford, Jan. 19.
Down Under Country, Aus- contributes only occasionally e domestic American market. "Smiley Gets a Gun," a Krim- Productions attraction released th-Fox on these shores, stateside ces will be reminded anew of ussie film-makers' earnestness in tion approach.

eceptively simple screenplay, by er Anthony Krimmins (he's list- producer for Canberra Films) ex Rienits, as based on a Moore ond novel, casts youthful, ap- g Keith Calvert in the title role. n earthy, whimsical characteriza- hat drives entertainingly home istful hopes of little boys the over to keep on playing in the ual afternoon of life, forgetting adows, heartaches and the inevi- es of tragedy.

ips" Rafferty, an Australian to American film-goers, is seen olice officer (the setting is pro- Australia), who promises Calvert a much-coveted .22 pon responsible performance by uth of prescribed good deeds. foregone conclusion that the ster will get his wish; the cir- s route to resolvement, how- contains adventures characteris- the young male.

elderly citizen's gold is stolen, uspicion points strongly to our t hero lad. Eventually, the party is sought out, other mat- ghtened and young Smiley walks y into the afternoon with the entioned rifle.

ng time, 89 minutes. General cation. Release, in January.

A. M. W.

necticut Bill

(*Continued from page* 1)

vith the legislative clerk's office rges a ban on "objectionable" picture advertising in the

text reads: "No newspaper ad- ments or motion picture films, ters advertising motion picture hat are for display outside thea- hall be allowed to contain ma- nade up of pictures or accounts hods of illicit sex, horror, terror, al torture, brutality or be al- which contain pictures of par- denuded figures, posed or pre- in a manner likely to provoke use lust of passion or be al- to exploit sex, lust or perversion nmercial gain."

bill would place the prohibi- nto another state law which al- prohibits the sale and display acious comic books. For viola- the law provides a maximum ine and a six-month jail sentence.

k 'Aparajito'

arajito" (The Unvanquished), a to the Indian film "Pather Pan- will have its American pre- Monday, Feb. 16, at the Fifth e Cinema here.

Television Today

FCC Says Option Time Is Needed For Television Network Operations

From THE DAILY Bureau

WASHINGTON, Jan. 19.—The Federal Communications Commission has taken the stand that option time is needed for television network operations.

The FCC is notifying the Justice Department to this effect in a private memorandum. Justice last Spring said it believed option time violated the anti-trust laws.

The FCC opinion was not completely favorable to option time, it was reported, conceding it might hurt the public and individual stations. But it decided that it was required to permit networks to guarantee advertisers a nationwide television station hookup.

Reportedly, at least Commissioners Bartley and Ford dissented.

Criticized by FCC Committee

The practice has been under fire not only from the Justice Department but also from the FCC's own network study committee.

Presumably it is now up to Justice to decide whether it wants to go ahead with any anti-trust action, despite the FCC's opinion in support of the policy.

CBS-TV Makes Changes In Operating Techniques

Equipment changes and changes in operating techniques which eliminate differences in the sound level or volume of television programs and make listening easier and more pleasant are being made by the CBS Television Network, it was announced by Edward L. Saxe, CBS Television Network vice-president in charge of operations.

Saxe said that the equipment changes are based on a study of volume levels by the CBS Television Network engineering department during the past year. This study was an extension of an earlier one undertaken several years ago in response to viewers' complaints that spot announcements and musical interludes came through with greater volume than the actual program.

Completed in New York

To eliminate these volume level differences between various portions of CBS Television programs, Saxe said that a specially-designed electronic device is being added in the audio or sound channel of each CBS Television Network studio and that new operating techniques are being implemented. The necessary equipment modifications have already been made at all CBS Television Network studios in New York, and will shortly be completed in Chicago and Hollywood.

All the CBS operating personnel have been trained in the new procedures.

Narrow Proposal on Sports Anti-Trust Law

From THE DAILY Bureau

WASHINGTON, Jan. 19. — Five key lawmakers narrowed considerably their earlier proposal to exempt from the anti-trust laws the regulation of radio and television broadcasts of sports contests.

Representatives Walter (D., Pa.), Miller (R., N.Y.), Cramer (R., Fla.), Harris (D., Ark.), and Byrnes (R., Wisc.) introduced legislation to exempt most aspects of professional team sports from the anti-trust laws. Their new bill, however, would specifically leave radio subject to the anti-trust laws and would exempt a team's television agreement only if it involved telecasts originating within 75 miles of their home communities on days they were scheduled to play there.

Failed in Senate Last Year

These lawmakers last year backed legislation, which the House passed, to exempt all radio and TV broadcast agreements from the anti-trust laws. The bill failed to pass the Senate, largely because of controversy over the broadcast features. The backers obviously hope their new version will be less controversial.

Who's Where

Dick Lawrence has been named to the newly created post of general sales manager of Economee Television Programs, a division of the Ziv organization, and **Ken Joseph** has been promoted to national spot sales manager. The appointments were announced by **Pierre Weis**, general manager of Economee.

☐

The appointment of **Murray Benson** as director of licensing for CBS Films was announced by **Sam Cook Digges**, administrative vice-president, CBS Films. The appointment becomes effective Feb. 2.

☐

Ronald S. Bonn will join the CBS Television Network Press Information Department as feature editor, effective Jan. 26, it was announced by **Charles S. Steinberg**, director of information services for the CBS Television Network. Bonn replaces **John Horn**, who has been named director of information services for WCBS-TV (New York).

☐

William Koblenzer has joined the ABC Television Network as an account executive, reporting to **Charles T. Ayres**, Eastern sales manager for ABC-TV. Koblenzer was formerly with NTA where he served as director of sales for the Film Network and as director of program sales for NTA, New York.

☐

William Froug joins Goodson-Todman as creative head of production in Hollywood, under **Harris Kattleman**, vice-president in charge of Coast operations for the package firm. Froug has just resigned from Screen Gems.

☐

Jerry A. Danzig, vice-president, NBC Radio Network Programs, has been appointed vice-president, Participating Programs, NBC Television Network, it was announced by **Robert E. Kintner**, president of the National Broadcasting Co. The network's participating programs are 'Today," starring Dave Garroway, and "The Jack Paar Show."

☐

Arthur Spirit has been named vice-president in charge of the Midwest Division of Gross-Krasne-Sillerman, Inc., it was announced by **Michael M. Sillerman**, president. At the same time, it was revealed that GKS is opening a new office in Detroit to be under the direction of vice-president **Raymond Wild**.

☐

Eugene C. Wyatt has been appointed vice-president in charge of network sales of Bernard L. Schubert, Inc., it was announced by **Bernard L. Schubert**, president of the television film production-distribution company. Wyatt formerly was national sales manager of the American Broadcasting Company Television Network. He also had served the network as an account executive, Eastern sales manager and national program sales manager.

☐

Robert Fuller, for the past seven years director of information services for WCBS-TV, has been named director of publicity for CBS Films Inc. effective the beginning of February. At the same time **Howard Berk** will become director of publicity for CBS owned television stations and CBS Television Spot Sales. Both appointments were announced by **Charles Oppenheim**, director of information services for the CBS Television Stations Division.

☐

George Frank has been appointed secretary-treasurer of Theatre Network Television, Inc., it was announced by **Nathan L. Halpern**, president.

Asks Budget

(*Continued from page* 1)

100 this year and $4,972,824 last year.

The President also asked that funds for the informational media guaranty program be boosted from $2,500,000 this year to $3,500,000 next year. The extra funds will be used in Eastern Europe.

Other Requests Made

The requests were made in the President's annual budget message, which in general contained very few surprises. It asked for another year's extension of the 52 per cent corporate tax rate, which otherwise would drop back to 47 per cent on June 30; promised to submit recommendations to extend coverage of both the Federal minimum wage law, presumably to large circuits and other retailers, and the unemployment compensation system, presumably to all smaller employers; and asked for higher patent and trademark fees.

As expected the precariously-balanced budget rules out any tax cuts in the coming year. The President talked of tax relief in the most general terms, declaring that "as the budget permits, additional reforms should be undertaken . . . to reduce the tax restraints on incentives to work and invest." He said he hoped Congress and the Treasury would work "in preparing further adjustments of our tax laws for the future."

Ticket-Tax Total Smaller

The budget predicted general admissions tax revenues, dropping under new increases in the exemption from the 10 per cent tax, would fall to $30,000,000 in the year starting July 1, down from $47,000,000 this year and just under $55,000,000 last year.

The President asked a sizeable boost in funds for the Justice Department's anti-trust division. Compared with $3,912,000 last year and $4,143,000 this year, the new budget seeks $4,500,000.

For the Federal Communications Commission, the budget seeks $11,000,000 next year, far above this year's $9,820,000 and last year's $8,734,000. The message said "growth in workloads, coupled with needed reduction in time lag between dates of receipt and dates when applications are reached for consideration, require an increase in manpower."

May Boost SBA Ceiling

The budget disclosed Congress will be asked to raise the ceiling on the Small Business Administration's lending authority, since the current limitation will be reached during the coming year. It did not indicate how large an increase would be sought.

Mrs. Carter Barron

ATLANTA, Jan. 19.—Funeral services were held here today for Mrs. Carter "Chick" Barron, widow of the late Carter Barron, who had been Loew's Washington representative for many years. Mrs. Barron died after a long illness. A son, Lieut. j.g. Carter Barron, Jr., survives.

Sleeping Beauty

(CONTINUED FROM PAGE 1)

personalities as Mary Costa, who lends her vocal talents to the Princess Aurora; Bill Shirley, as Prince Phillip, and Eleanor Audley, who furnishes an exciting voice to the delineation of the vengeful fairy-witch. The three bright spots that give the film most of its charm and humor are found in the voices that enact the three good fairies, Flora, Fauna and Merryweather. These are the voices of Verna Felton, Barbara Jo Allen (Vera Vague) and Barbara Luddy, respectively. Bill Thompson's voice gives credence to the roly-poly King Hubert, whose son, Prince Phillip was betrothed to Princess Aurora when she was still an infant. Taylor Holmes is the voice behind the animation of King Stephan, Aurora's father.

The formula that makes for foolproof family entertainment is in the picture's theme. It proves Good will always conquer Evil, and True Love will always overcome every obstacle.

The story, adapted by Erdman Penner from Charles Perrault's version of "Sleeping Beauty," concerns itself with an attempt by the three Good Fairies to protect Princess Aurora from the vengeful curse of the Fairy-Witch, who decreed that Aurora would suffer a cut from a spinning whool before her sixteenth birthday which would put her into everlasting sleep, because she was not invited to her betrothal ceremony. The Good Fairies are able to protect the princess until the eve of Aurora's birthday when the Fairy-Witch makes good her threat.

Prince Phillip, who had fallen in love with the beautiful Aurora after meeting her in the woods as a grown young lady and not knowing who she is, is captured by the Fairy-Witch to keep him from breaking the spell with a kiss on the princess' lips. The Good Fairies put their wands to work, and fortify the Prince with a sword and shield of Love which overcomes every obstacle and causes the demise of the witch. He plants the kiss on the "sleeping beauty," awakening her in time for the appointed nuptials.

The supervising director for the film was Clyde Geronimi. Special credit must be given George Bruns for his musical adaptation, Ken Peterson for production supervision, Roy M. Brewer and Donald Halliday for their film editing job and the outstanding special process work by Ub Iwerks and Eustace Lycett, in addition to dozens of animators, artists and writers who had their hands in the production.

Running time, 75 minutes. General classification. Release, in February.

Samuel D. Berns

To Honor Goldwyn

(*Continued from page* 1)

veteran film-maker will be honored for his "historic contribution to the American motion picture."

The Guild, of which Carey Wilson is president, also will present its awards to the producers of "the best theatrical and television films of 1958." Identity of the winners will not be revealed until the presentations are made during dinner in the Beverly Hilton's Grand Ballroom.

The Jesse L. Lasky Intercollegiate Award will be presented for the best motion picture produced by a college or university.

Danny Thomas and Mort Sahl will act as masters of ceremony for the entertainment portion of the program, which includes Mahalia Jackson and Andre Previn. Julian Blaustein and Jerry Wald are co-chairmen of the dinner.

J. W. Griffin, Sr., 75

FOREST CITY, N. C., Jan. 19 — James Willis Griffin, Sr., theatre operator here from 1919 to 1957, when he retired because of ill health, died last week at the age of 75. He formerly owned and operated the Griffin, Grace and Romina theatres here.

Fatal Detroit Hotel Fire Closes Variety Quarters

Special to THE DAILY

DETROIT, Jan. 19.—The Hotel Tuller fire here on Saturday which took three lives and caused an estimated million dollars damage, resulted in the closing of Variety Tent 5, whose club quarters are housed in the hotel. Damage to the club and its furnishings has not been appraised yet but it is believed to have been caused mostly by smoke.

The Tent had its Variety Week celebration scheduled for the night of the fire and consequently was obliged to cancel it.

Esther Munday, attendant, missed by a few minutes being trapped on the 14th floor when the fire broke out before she reached it.

Remodel Robins House

WARREN, O., Jan. 19. — Leon Enken, president of Robins Amusement Co., has embarked on a major remodeling program for the Robins Theatre Building. All the stores therein will undergo a complete modernization. The theatre will have new aluminum entrance doors, a new box-office and new display panels. The reconstruction will involve the expenditure of some $50,000.

House Completes Fi
Of Committee Vaca

Special to THE DAILY

WASHINGTON, Jan. 19. —
Democrats and Republicans ha
pleted filling committee vacan
Here's a rundown of major
from the previous Congress:
House Commerce Committe
handles toll TV and other b
matters: Reps. Loser (D., Ten
Alger (D., Tex.) left the co
Added were Democratic Rep
tives Rogers of Florida, H
of South Carolina, Rostenko
Illinois, and Brock of Nebras
Republican Representatives C
Illinois, Glenn of New Jersey,
of Ohio, Keith of Massachuse
Nelsen of Minnesota. Rep. Be
Michigan has advanced to be
ranking Republican.

Six Added to Labor Gro

House Labor Committee,
handles minmum wage: Rep
calf (D., Mont.), McGove
S. D.), and Rhodes (R., Ar
Added were Democratic Rep
tives Pucinski of Illinois, Da
New Jersey, Brademas of
Giaimo of Connecticut and O
Michigan and Republican Re
stand of California. Rep. K
Pennsylvania moved up to
Republican.
Judiciary, which handles a
legislation: Representatives
(D., N. Mex.) and Taylor (R.
left. Added were Democratic
sentatives Loser, Toll of Penn
Kastenmeier of Wisconsin an
of California, and Republicans
of Michigan, Bosch of New Y
hill of New Jersey, and Li
New York. Rep. Miller of N.
new ranking G.O.P. member.

Ways and Means Augme

As previously reported, a
the tax-writing Ways and Mea
mittee were Democratic Re
tives Metcalf of Montana,
Pennsylvania and Watts of K
and Republicans Knox of
Utt of California, Betts of O
Alger of Texas.

Milwaukee Will Ho
March of Dimes Sl

Special to THE DAILY

MILWAUKEE, Jan. 19.—
theatre campaign for the
Dimes will run from Jan. 15
15, Edward E. Johnson, stat
chairman for the 1959 camp
veals in a letter to all state e
asking cooperation in every
possible.
This year the theatres are
ing asked to take audience c
but run either special March
Premieres, special midnight
special children's morning
matinees, the net proceeds
film costs to be turned over
local area March of Dimes
In Milwaukee County,
projectionists union has vol
to donate their time for the
programs.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 13 NEW YORK, U.S.A., WEDNESDAY, JANUARY 21, 1959 TEN CENTS

ly

ımulative ting Hit by ew's Proxy

·ment Attributes Proxy est, Dissension to It

ination of cumulative voting in ection of Loew's directors is upon the company's stockhold- management in the strongest n a proxy statement accompany- notice of the special meeting b. 24 and the regular annual g two days later.

first meeting is being called for e purpose of amending the com- bylaws to eliminate cumulative in advance of the annual meet- which stockholders will vote on ement's proposed slate of 15 di-

(*Continued on page 4*)

·phs Named 'Porgy' ıestic Sales Head

rge M. Josephs has been named ›r of domestic sales for Sam- oldwyn's "Porgy and Bess," it was announced yesterday by A. Montague, Columbia Pictures executive vice-president. Josephs will be released by general sales manager Rube Jackter from his position as Columbia's home office Eastern sales representative to handle 'orgy and Bess" assignment.

rge Josephs

arrangement between the Gold-

(*Continued on page 5*)

ıvene 4th Columbia ;ional Meet Today

Special to THE DAILY

ICAGO, Jan. 20.—Rube Jackter, ›resident and general sales man- tomorrow convenes the last of ›ur two-day regional sales meet- of Columbia Pictures. Division

(*Continued on page 5*)

UA Foreign Outlook Good

By VINCENT CANBY

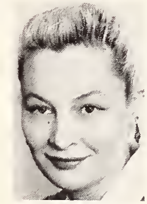
United Artists has set a goal of a 32 per cent increase in business in Europe and the Near East for 1959 and Mo Rothman, the company's continental manager, sees no reason why this should not be realized.

Rothman said here yesterday at a press conference in the UA home office that despite the uncertainties in

(*Continued on page 4*)

Kay Norton Appointed UA Records Vice-Pres.

The appointment of Kay Norton as vice-president in charge of administration of United Artists Records was announced yesterday by Max E. Youngstein, president of UA Records and UA Music, Inc. Miss Norton will also function as vice-president of UA Music and as operating head of UA's music companies. She has been with UA Records as a consultant to the company since last September.


Kay Norton

Prior to her association with UA,

(*Continued on page 5*)

Urges Fairness, Cooperation

Goldwyn Blasts High Production Demands

Excessive Terms to Bring Day of Reckoning, He Warns at SPG Affair

From THE DAILY Bureau

HOLLYWOOD, Jan. 20.—Hitting out bluntly at excessive guarantees and percentages being asked by some stars, production executives and agents, Samuel Goldwyn said tonight that conditions under which pictures are made today are "worse than I have ever known them" in 47 years in the industry.

"Unless a radical change takes place so that pictures can be made on a sane and realistic basis," he said, "a great many people in this business will find themselves on the outside looking in."

Samuel Goldwyn

Goldwyn's obviously earnest and

(*Continued on page 5*)

Goldwyn Quotes

"Conditions under which pictures are made today are worse than I have ever known them . . ."

●

"Unless a radical change takes place a great many people will find themselves on the outside looking in . . ."

●

"Instead of people trying to contribute something so that we can meet the economic conditions that exist, they are trying to outdo each other in demands that can mean their self-destruction and harm to all of us."

●

"It is up to all of us to come to our senses, face up to the facts of life and to live for the future, not in the past."

Only 33 Indoor Theatres Applied for SBA Loans in 29 Months; 9 Granted

From THE DAILY Bureau

WASHINGTON, Jan. 20.—Only 33 indoor theatres applied for Small Business Administration loans, and only nine of these applications were granted, in the 29 months since S.B.A. made indoor theatres eligible for loans. Total amount of loans granted was only $175,000.

This breakdown, obtained from SBA, covers the period from September, 1956, when indoor theatres became eligible for modernization and repair loans, through December, 1958. Late last month SBA broadened its eligibility rules to include drive-ins and certain other places of amusement.

According to an informed official, both the number of applicants and the number of loans granted involving indoor theatres compare poorly with other industries. In general, he said, S.B.A. grants loans to about 55 per cent of its applicants, although this figure varies from year to year and industry to industry. By contrast, S.B.A. granted only 27 per cent of the theatre applications made to it, a figure this official felt was almost unprecedentedly low.

He ascribed the small number of applications to the fact that so few

(*Continued on page 5*)

Police Probe Follows CBS Vice Broadcast

(Editorial comment on the Murrow-CBS show appears on Page 2)

Police Commissioner Stephen P. Kennedy yesterday put investigative wheels into motion following the Edward R. Murrow broadcast Monday night on CBS radio of an hour-long program concerned with alleged use of prostitutes by big business interests in landing orders and entertaining customers at conventions.

District Attorney Frank Hogan

(*Continued on page 2*)

Anti-Toll-TV Bill Filed; Another Expected Soon

From THE DAILY Bureau

WASHINGTON, Jan. 20. — Senator Langer (R., N.D.) today introduced a bill to ban toll-television.

Langer's bill, the same as one he sponsored in the last Congress, would

(*Continued on page 4*)

PERSONAL MENTION

CHARLES LEVY, Buena Vista advertising-publicity director, has returned to New York from Dallas and Miami.

•

SIDNEY KRAMER, director of foreign distribution and film coordinator for National Telefilm Associates, and JACK TROP, production director, will leave here late this week for Puerto Rico, Mexico and Los Angeles.

•

MRS. NORMAN WASSER has given birth to a daughter, LAUREN LEE. Father is theatre-sales manager for Pepsi-Cola.

•

MEL SAFNER, of Ruff Film Distributors, has returned to Boston from Hartford.

•

ROBERT DORFMAN, Buena Vista exploitation manager, has returned to New York from Chicago and San Francisco.

•

MILTON SALZBURG, director of non-theatrical sales for NTA, and JACK FLAX, salesman in the division, left New York yesterday for New Orleans, Tampa and St. Petersburg.

Tougher Trust Laws Asked By Eisenhower

From THE DAILY Bureau

WASHINGTON, Jan. 20. – President Eisenhower asked Congress to toughen the anti-trust laws as an aid to competition and small business.

In his annual economic message, the President again recommended that Congress enact legislation requiring large firms to give the government advance notice of merger plans. He also suggested the Justice Department be given power to require evidence and documents in investigating proceedings leading up to civil anti-trust suit; now it has this power only in proceedings looking toward criminal suits.

Would Extend Wage Law

He again urged extension of the federal minimum wage law and the unemployment compensation program to cover millions of workers not now covered. In the unemployment compensation field, he recommended coverage of all firms; now, only those with four or more workers are covered. He gave no details on minimum wage coverage extension, but the Labor Department still favors its previous program to cover larger theatres and other large retail and service establishments.

SHAME!

An Editorial

COLUMBIA Broadcasting System's radio network is preening itself over its presentation Monday night of a program entitled "The Business of Sex."

It purported to disclose under a false face of sociological purpose an allegedly important role sex-for-hire plays in the conduct of Big Business. Edward R. Murrow presided, and among many other strange goings-on he allowed an unidentified man to tell a lurid tale involving "the largest corporations in the United States."

The unit of Big Business which came out worst in the whole program was the Columbia Broadcasting System. With a shocking recklessness of its responsibility to the public welfare and in abuse of its governmentally-bestowed permit to use the airways, it offered a lurid mess of exaggeration and distortion.

The only purpose which the program served was to dirty the airwaves with a lot of talk about expensive prostitution in high places. Its pretentions to serve some good and serious purpose deserve only contempt.

The program sought refuge behind an announcement that it was strictly for adults, thus alerting the natural curiosity of youth. A shameful piece of business!

Push Exploitation of 'Oscar Night' in Field

Exploitation men in the field are urged to call a meeting of all their colleagues in each exchange to set plans for promoting the telecast of the Academy Awards April 6 in a letter sent out by Rodney Bush, chairman of the exploitation coordinating group of the MPA advertising and publicity directors committee here.

The field men are to work with exhibitor committees in each area. Distribution chairmen and co-chairmen have been selected, and COMPO will shortly announce the heads of exhibitor committees in each area.

Points to 'Two Main Jobs'

Bush explains in the letter that the field men have two main jobs; to inspire exhibitors to cooperate in publicizing the telecast so as to build the largest possible audience for the telecast; and to assist exhibitor chairmen and individual theatres in publicizing the event.

National Screen Service will mail or deliver a pressbook on the Academy Awards campaign to each exhibitor in the United States starting Feb. The pressbook contains a pledge coupon which exhibitors are asked to send to COMPO, which will then know who is actively participating and provide day-to-day information to those theatres actively engaged in building an audience for the telecast.

Additionally, National Screen will sell kits to theatres for $2.50 (The cost of producing these kits is $5.00 but the Academy is subsidizing one-half of the cost) containing the following items: A one-minute trailer featuring Red Buttons which should be used a full two weeks in advance of the April 6 telecast date; a pressbook; one full color one-sheet for lobby display; two 13 x 20 posterettes, and six 8 x 10 posterettes. These posterettes are designed for concession counters and away from the theatre displays.

Police Probe

(*Continued from page 1*)

asked for a transcript of the show to examine for any factual information it might contain, and James R. Kennedy, first deputy police commissioner and No. 1 vice cop came uptown to question CBS officials. George A. Vicas, producer of the show, said he'd be glad to help the city officials get the facts but had promised to maintain the anonymity of his informants.

Murtagh 'Glad' He Declined

Chief Magistrate John Murtagh said he was glad he'd declined an invitation to appear on the program since it was "of questionable desirability in that it seemed designed to exploit immorality for the purpose of audience interest." While he conceded vice may be used to some degree to promote business, he said "I doubt that anyone has accurate information as to the prevalence of these practices in the business world."

Two for Columbia

Western hemisphere distribution rights to a pair of English-made science fiction films have been acquired by Columbia Pictures. The pictures are "Womaneater" and "Zex." For domestic purposes, it is expected that "Womaneater" will be packaged with the Japanese-made "The H-Man" for spring-summer release.

Shupert Hea
TV for MG

George Shup

George Shupert has been appoi
vice-president in charge of TV
MGM, it was announced yeste
by Joseph R. Vogel, president of Loew's Inc. Prior to joining MGM, Shupert had served as president of ABC Film Syndication since 1954. He replaces Charles C. Barry, who resigned last week to become president of the NTA Film network. Shupert first became associ
with the entertainment industry
1938 through the production of
dustrial films, and, in 1940, he
appointed director of sales, com
cial film division, for Paramoun
New York. From 1942 until 1
Shupert was importantly conne
with Paramount's TV operations,
vancing to vice-president and dire
of commercial TV operations
Paramount TV Productions, Inc.

Among other executive TV p
Shupert was vice-president of P
less TV Productions, Inc., and
president and general manager
United Artists Television Corp.,
in 1953, vice-president of the A
ican Broadcasting Company Film
dicate division, and then presiden
ABC film syndication.

Shupert takes over his new ex
tive duties Feb. 1 and will make
headquarters in New York.

Thailand Reduces Tariff on Film

The Motion Picture Export Ass
tion announced yesterday that
Government of Thailand had red
the tariff on 35mm film to 2 bahts
meter and 0.4 bahts per meter
16mm film.

This action culminated a long
persistent campaign conducted
Irving Maas, MPEA vice-president
the Far East, and Charles E
MPEA South-East Asia representa

The rates previously were 4 b
per meter for 35mm product and
bahts per meter for 16mm film.
Thai baht is worth about 5c in
money.

'Trap' to Capitol

Paramount's "The Trap," star
Richard Widmark, Lee J. Cobb,
Louise and Earl Holliman, will
Wednesday, Jan. 28, at the Ca
Theatre on Broadway.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

To My Exhibitor Friends:

In all my years in show business nothing has meant quite so much to me as the expressions of confidence and regard which you have sent me from all parts of the world since my return to our studios.

My deepest appreciation to all of you for joining so warmly in this tribute, which I am well aware is directed not alone to me but to the world-wide Warner Bros. organization.

To say thanks for your friendly salute is not enough. My great concern—the goal of everyone at Warner Bros. – is to reflect the inspiration of your "welcome back" in productions of which we can all be proud.

In this connection it is especially pleasing to all of us at Warner Bros. that "Auntie Mame," the first picture to be released during the period you have generously dedicated to honoring me, is bringing you – our exhibitor friends – so much success. I am sure we will share many more successes, not only in the months immediately ahead, but in the continuing future.

Sincerely,

Jack L. Warner

UA's Outlook

(*Continued from page* 1)

many countries, including the devaluation of the French franc and the Spanish peseta and the inauguration of the European Common Market treaty, he expects the company's business to rise on the strength of its line-up of strong box office pictures. "Not because of higher rentals," he said. "Our terms have not been raised. But because of longer runs and bigger attendances."

Rothman, who was in New York following a month's vacation in Jamaica, left last night for Hollywood to screen new product. He goes from there directly to Europe next week.

The UA foreign executive said he did not think American distributors in Europe would feel much adverse effect from the Common Market treaty for at least two or three or maybe four years. And, because UA is so active in production in the European countries involved, he expects that his company will feel even fewer adverse effects from any treaty clauses which might favor local producers.

Favors MPEA View

He said too that he could understand the official Motion Picture Export Association attitude of encouraging the Common Market (which many U.S. producers and distributors privately fear will lead to a united front *against* U.S. product), because "anything that helps them get on their feet eventually makes a better market for us."

Anti-Toll-TV Bill

(*Continued from page* 1)

prohibit the charging of fees for television in private homes. Thus it would cover wire as well as broadcast toll-TV.

Senator Thurmond (D., S.C.) is expected to introduce a toll-TV ban shortly, and it's likely that his bill will be the one that ultimately comes up for Commerce Committee action. Thurmond is not only a Democrat but also a member of the Committee.

Pyramid Director Agrees to Join SDIG

Screen Directors International Guild, which claims jurisdiction over all directors outside of California, yesterday scored a victory in its dispute with Pyramid Productions when Pyramid and Paul Stewart, one of the producers of its "Deadline" series, agreed to the enrolling of Stewart as a member of SDIG.

SDIG had expressed its intention to picket Pyramid today had its demands not been met.

SDIG, formed some 16 months ago, now has a roster of about 300 members, it was disclosed by George L. George, executive secretary, who added that the object of the organization is to consummate with the Screen Directors Guild in Hollywood a reciprocal pact permitting members of both organizations to work freely in the territory of either union.

REVIEW:

Gideon of Scotland Yard

Ford—Columbia

A TYPICAL DAY in the life of a chief inspector at Scotland Yard is the subject matter of this picture from the eminent producer-director John Ford. It is material that British film-makers have tackled before, but marks the first time that a renowned American has done so. Ford was obviously strongly attracted to the project; he went to England to film it on-the-spot and, except for Dianne Foster, the cast is all-British.

That is no handicap to the picture in the American market, for it is steadily entertaining and bears the professional quality that has come to be expected of Ford. Furthermore, the hero is portrayed by Jack Hawkins, who is well-known here for his work in "The Bridge on the River Kwai."

Violence is generally soft-pedalled in "Gideon of Scotland Yard," and yet suspense is maintained without it. Ford shies, for instance, from showing the brutal murder of a young girl by a maniac, cutting away just as the killer starts up the stairs. On the other hand he does show briefly an attack on an old man by hoodlums and the slaying of a safe deposit vault guard by gunfire.

There are plenty of the humorous touches Ford is fond of, and he also uses his familiar technique of jumping from this effect abruptly to scenes of pathos (the murdered girl's mother silently grieving and a betrayed wife confessing to the police that she knew all along of her husband's criminal activities).

The format of the script, which T. E. B. Clarke wrote from a novel by J. J. Marrio, is necessarily episodic. Hawkins is working on several cases at the same time. One involves the discovery that one of his own men has been accepting bribes from criminals; there is a payroll robbery; the murder of a young girl; and several other activities which help to keep the plot rolling. All the crimes are solved during the one day the action takes place, moreover, making this particular chief inspector something of a miracle man.

As in all Ford pictures the casting is remarkably apt. In addition to Hawkins, who makes the inspector likeable and real, and Miss Foster, who does well in a villainous role quite unlike the sweet ingenue she usually plays, there is a host of British "character" actors. These include Cyril Cusack, James Hayter, Ronald Howard, Laurence Naismith, and Derek Bond.

Michael Killanin was the producer for this John Ford Production for Columbia release.

Running time, 91 minutes. General classification. Release, in February.

RICHARD GERTNER

Industry Communion Breakfast Sunday

Plans for the ninth annual Communion Breakfast for the motion picture industry in the New York area were completed yesterday at a meeting of the sponsoring committee. The affair, for which a capacity attendance is expected as in previous years, will be held in the grand ballroom of the Waldorf Astoria next Sunday, following 9 A.M. Mass at St. Patrick's Cathedral.

The speakers will be the Rev. Robert I. Gannon, S. J., former president of Fordham University and noted public speaker, and Cyril Ritchard, famed stage, screen and television actor and entertainer. Guests of honor on the dais will include Ricardo Montalban, Merv Griffin, Horace McMahon, Thomas Hayward, Lisa Di Giulio, Kate Cameron, Florence Henderson and Anita Colby. Edward E. Sullivan, publicity director for 20th Century-Fox will be the master of ceremonies.

Schubert Buys Telestar; Tells Future Plans

Bernard L. Schubert, Inc., has acquired all the shares of Telestar Films, Inc., and has absorbed the television film distribution company, Bernard L. Schubert, president of both firms, announced yesterday. Hereafter Bernard L. Schubert, Inc., will release its presentations under its own name.

Telestar Films had been the sole distributor of Bernard L. Schubert television films. All of the branch offices and personnel of Telestar already have been placed under the supervision of Bernard L. Schubert, Inc., and an election of officers and directors will be held soon.

Plans International Distribution

With representatives of Bernard L. Schubert, Inc., already operating in England, Mexico, Venezuela, Canada and Australia, the company's present schedule calls for the establishment of a complete international distribution division by the end of this year.

Loew's Votin

(*Continued from page* 1)

rectors. A majority of the 5,336,
shares of Loew's stock outstandin
required to abolish cumulative vot

The company's proxy statement
only declares that managem
"wholeheartedly recommends" a
for the adoption of the resolution
adds that a total of 17 of the pre
18 members of the board also h
reached the conclusion that the cha
is "urgently necessary."

"The cumulative voting syste
the statement continues, "must
judged by Loew's stockholders not
a theoretical basis but in the ligh
Loew's experience. All of you
have held an investment in this c
pany during the past two years
well aware of the strife that has b
it. Proxy contest have been threate
and there have been divisions of in
ests and objectives within the bo
of directors, divisions which would
pede the operations of any enterp

Sees Dissensions Provoked

"In the opinion of your boar
directors, the existence of the cu
lative voting system in Loew's
been a major element in provo
these dissensions and threats of p
contests. It is our opinion that u
this system is abolished it will
tinue to be both a cause and an
strument of dissension and that
abolition will reduce the likelihoo
the recurrence of such strife."

The letter cites the cost to the c
pany of the proxy contest of 1
which was initiated by Joseph Ton
son, who resigned from the board
cently, and was won by managem
It states that "the threats of con
and the internal divisions have
burdened the company with heavy
rect expenses" and have wasted
and effort, lost opportunities, adve
affected employes' morale, discour
principals from doing business
the company, taken time and e
gies of directors and officers a
from constructive work.

'Not a Subject for Liquidation

"Loew's is an enterprise for
benefit of all its owners. It is n
subject for liquidation. It is a g
business—and its people are dedic
to its growth.

"Your board of directors beli
that it is against the best interes
the stockholders to permit this
pany to continue any longer a
arena for corporate misadventure.
therefore urge you to vote for the
posed amendments."

The Loew's board nominees
Ellsworth C. Alvord, Omar N. E
ley, Bennett Cerf, Nathan Cumm
Ira Guilden, George L. Killion
Howard McGrath, Benjamin Meln
Robert H. O'Brien, William A. Pa
Philip A. Roth, Charles H. Silver,
I. Snyder, Jr., John L. Sullivan
Joseph R. Vogel.

The meetings are to be hel
Loew's 72nd Street Theatre and
agement says it knows of no bus
other than that scheduled to com
fore either the special or the a
meeting.

ı' Smashes Records ınd Time Around

Special to THE DAILY

:XINGTON, Ky., Jan. 20. — "The Commandments," playing here, ıe second time in nine months, given the Ben-Ali Theatre the st Sunday gross in its history, 9. Monday, the theatre recorded ge $1,100, or the record gross Monday at the theatre. The week of the Cecil B. DeMille ıction is regarded as certain to n all-time seven-day record for ouse.

he Ten Commandments" played ıgton for the first time last April, it broke house records at the ıcky Theatre.

ːpatrick and Flick 'Code Violations'

Special to THE DAILY

BANY, N. Y., Jan. 20. — Sharp ism by James A. Fitzpatrick, sel to Joint Legislative Commit- n Offensive and Obscene Mate- of the motion picture industry's ent "non-adherence to, and vio- ns of its production and adver- codes," highlighted a "motion re censorship" discussion held ıight in School No. 16 under the ces of the Parent-Teachers Asso- on.

nceded the liveliest, high-level, ıling panel on film censorship during recent years, it held the st attention of 150 well dressed, educated, articulate women and

her participants were: Dr. Hugh Flick, former director of motion re division, State Education De- ment; attorney Lewis A. Sum- , who numbers several independ- ırea exhibitors among his clients; R. Roseberry, writer of a recent sorship" series for the "Times- n," David H. Beetle, editor of "Knickerbocker News." Beetle erated.

ontending considerable film adver- g "constitutes outright misrepre- ıtion," Fitzpatrick declared the stry has recognized the need for s. It has drawn up excellent ones, was "now honoring them more ıe breach than in the observance," aid.

he industry is not living up to its ponsibility" in the maintenance of able standards of behavior and luct, Fitzpatrick asserted.

lick described motion pictures as most potent medium, which it ld be unwise and unrealistic to re—in a regulatory sense." Forty cent of the state's budget of ap- imately two billion dollars goes ducation, he added. "Why take teps to regulate a medium which vitally affects great numbers of dren being educated?" he asked.

lick also underlined the "delayed, gered reaction, the time bomb, of s featuring brutality and violence," ı its effect on "future generations."

Goldwyn Blasts High Production Demands

(*Continued from page* 1)

completely frank remarks were made on the occasion of the presentation to him by Spyros P. Skouras of the Screen Producers Guild Milestone Award at the Beverly Hilton Hotel here.

Before a capacity crowd of many of the production community's top executives and personalities, Goldwyn reminded that all of them "owe this business a tremendous debt, but instead of seeing people trying to contribute something so that we can meet the economic conditions that exist, I see people on all sides trying to outdo each other in demands that can ultimately mean only their own self-destruction and great harm to all of us if the trend is not halted."

Hollywood people, Goldwyn said, "must realize that we have a serious responsibility to the public—to the stockholders of our companies who put up the money to make the pictures. They are not going to continue putting up this money indefinitely unless there is a reasonable assurance not only of getting it back, but also of getting a reasonable return consistent with the degree of risk involved."

Goldwyn paused to ask, "How long do you think this will continue when actors demand and get a half-million, three-quarters of a million, a million dollars a picture—and a huge share of the gross or of the profits in addition?"

And, he added, "How long do you think this will continue when the public realizes that, on top of all that, it is faced with demands now that the ownership of the negatives should pass from the companies that produce the pictures to the people who were employed to make them, and who were paid fabulous amounts to begin with?"

Goldwyn pointed out that without the revenue from the pre-1948 pictures sold to television, some of the companies "would be closed down today and the entire business would be a lot worse off."

He made it clear he was not singling out the actors as the only ones at fault, but said he included "practically everyone connected with picture-making—writers, directors, producers and their agents," and said management, too, must share the responsibility for the conditions which exist.

"So long as management is willing to stand for these demands, they will continue to be made, and they will increase," Goldwyn said. "I can't really blame artists and their agents for making outrageous demands if executives are foolish enough to meet them."

Confessing he had no "blue-print of what has to be done" to offer, Goldwyn said, nevertheless, a halt should be called to "this extravagant pouring out of money in really senseless salaries. Let the creative people realize that this really does them little good. And let management realize that the public whose money is involved, is not going to stand for this forever."

Pleads for Fairness

Goldwyn emphasized that he believes that everyone who contributes to the success of a picture should have "a generously fair share of the profits, but they must be equally fair and stop demanding exorbitant guarantees and percentages of gross. Fair treatment is a two-way street, and if they are to share handsomely in success they have to be willing to take some of the risk."

He also counseled that "The artists of Hollywood would do well not to try to take over the functions of the producers. I say, let the actors act, the writers write, the directors direct and the producers produce.

He affirmed his belief in "the high sense of integrity and responsibility" of the "majority of our people, and of Hollywood labor and its leadership."

Urges General Cooperation

"The solution of our problems depends on intelligent cooperation between all segments of Hollywood," he said.

Goldwyn also reiterated his belief that fewer pictures must be made, asserting that "a mere 34 pictures produced approximately one-half the total domestic film rental last year." He said the distribution system has to be overhauled and consolidated realistically in the light of today's conditions.

He also asked for integrity "in all we do," asserting that "the public is tired of advertising which shrieks that every picture is the best that was ever made, and of publicity which exaggerates facts and figures. When our own advertising and publicity destroys public confidence in any part of what we have to offer, it damages everything we do. There is still a great audience for fine motion picture entertainment," he concluded, "and if we make such pictures and deal honestly with the public, we will get all the public support we are entitled to."

Lasky Award to UCLA

The Jesse L. Lasky Intercollegiate Award for the best film produced by a college or university went to Marvin Gluck, of UCLA for his production, "Reflection."

Honored as, in the opinion of the members, the best producer of a theatrical film in 1958 was Arthur Freed, for "Gigi."

Cited jointly as the best producers in the TV field during the year were: Bert Granet, for "Lucy Makes Room for Danny" (Desilu), and William Froug for "Eddie," (Alcoa-Goodyear Theatre).

Danny Thomas shared the master of ceremonies chores with Morton Sahl.

33 Ask SBA

(*Continued from page* 1)

applications were granted in the early days of the program. "If more had been granted, more would have been received," he declared.

The agency is now indicating that it will no longer make available specific breakdowns of theatre applications made and granted, but will include them in a general "recreation and amusement" category.

Josephs Appointed

(*Continued from page* 1)

wyn organization and Columbia calls for Columbia to set up special sales and promotion units to service "Porgy and Bess." Bill Doll previously was announced as the head of the advertising-publicity unit.

In performing his new duties, which at first will be concerned with the setting of Todd-AO color roadshow engagements of "Porgy and Bess," Josephs will work in close coordination with the Goldwyn organization.

Josephs has spent his entire career with Columbia, joining the company in 1928.

Kay Norton Named

(*Continued from page* 1)

Miss Norton operated her own industrial public relations organization, Norton and Condon, Inc. Before entering the industrial field, she had been national publicity director of RKO Radio Pictures.

Confirm Use of MPA Seal in Pressbooks

The advertising and publicity directors committee of the Motion Picture Ass'n. yesterday announced approval of the use of a statement and MPA code seal in all pressbooks which have been approved by the Advertising Code Administration. The announcement by Charles Simonelli, chairman of the committee, confirmed a report printed in Motion Picture Daily Jan. 12.

For Front Inside Cover

Effective immediately, the eight member companies will use the following statement, together with an MPAA Code Seal on the front inside cover of all future pressbooks: "All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America."

Convene Col. Meet

(*Continued from page* 1)

and branch managers from the Mid-Western divisions will participate in the sessions at the Drake Hotel.

Here from the home office are vice-president Paul N. Lazarus, Jr., sales executives Milton Goodman and Jerome Safron, sales accounting and contract manager Joseph Freiberg and exchange operations manager H. C. Kaufman.

Division managers attending the meeting include Ben Marcus from Kansas City, Carl Shalit from Detroit and Ben Lourie, who headquarters here.

HAPPY DAYS!

Furlough's extended all over the country!

HOLDING OVER in 22 out of its first 33 openings...including 9 out of 10 Exchange centers...

Melba, Birmingham, Ala.; Empire, Montgomery, Ala.; Carolina, Durham, N. C.; Norwood, Florence, Ala.; Lafayette, Buffalo, N. Y.; Plaza, Asheville, N. C.; Lucas, Savannah, Ga.; Ritz, Columbia, S. C.; Fox, Greenville, S. C.; Palace, Memphis, Tenn.; Hippodrome, Cleveland, Ohio; State, Raleigh, N. C.; Indiana, Indianapolis, Ind.; Crest, Wichita, Kan.; Carolina, Hickory, N. C.; Joy, New Orleans, La.; Goldman, Philadelphia, Pa.; Holiday, York, Pa.; Fox, St. Louis, Mo.; Center, Greensboro, N.C.; Tower Dallas, Tex.; Omaha, Omaha, Neb.

The Perfect Furlough

...*Perfect* Film Entertainment...*Perfect* Boxoffice Toni!

Universal-International presents **TONY CURTIS · JANET LEIGH** in **"THE PERFECT FURLOUGH"** CinemaScope in Eastman Color
co-starring **KEENAN WYNN · ELAINE STRITCH** with **LES TREMAYNE · MARCEL DALIO** and **LINDA CRISTAL**

All
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MOTION PICTURE DAILY

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85, NO. 14 NEW YORK, U.S.A., THURSDAY, JANUARY 22, 1959 TEN CENTS

ustry Gives Case

ilitary Will ooperate on ompetition

vices to Begin Study Problem Immediately

From THE DAILY Bureau

ASHINGTON, Jan. 21.—The mo- picture industry received assur- today from Army, Navy and Air officials that they would coop- in seeking a solution to the prob- f unfair competition from mili- post theatres suffered in many unities throughout the country mmercial theatres.

sentation of the industry's case nade today to Charles C. Finu- Assistant Secretary of Defense, fficials of the Army, Air Force Navy Motion Picture Services. ndustry delegation consisted of rmy-Navy Camp Committee of re Owners of America, of which t J. O'Donnell is chairman, and

(*Continued on page* 3)

umbia Will Integrate es, Promotion Efforts

Special to THE DAILY

ICAGO, Jan. 21.—The integra- f sales and promotion efforts into rehensive merchandising pro- for every release is vitally neces- to survive in today's entertain- market. This was the main theme Columbia vice-president Rube r's statement to the meeting of

(*Continued on page* 7)

Accept Bids to ACE ve. Meeting Today

Special to THE DAILY

EVELAND, Jan. 21.—As of to- 7 of 44 area exhibitors invited to l the American Congress of Ex- rs regional meeting at the 20th ry-Fox screening room here to- w, have accepted. They repre- pproximately 225 theatres.

luncheon meeting will be pre- over by Marshall Fine, Gerald and Jack Armstrong, who will n ACE objectives to the Cleve- area exhibitors and answer their ons.

CECIL B. DeMILLE: GIANT OF THE ART AND ITS INDUSTRY

Long Historic Career of the Great Producer-Director Ends with Death Coming in Sleep at the Age of 77

Special to THE DAILY

HOLLYWOOD, Jan. 21.—Cecil B. DeMille, one of the industry's most distinguished pioneers, died in his sleep at his home here early today. He was 77 years old. Death was attributed to a heart attack.

Funeral services for the veteran producer will be held at St. Stephen's Church here at 11 A.M. on Friday. Interment will be private.

DeMille had experienced a heart attack about four months ago from which he was believed to have been fully recovered. However, he was taken ill a week ago.

Last month he traveled to the world premiere of "The Buccaneer" in New Orleans and aided importantly in the launching there of the last production he had supervised. He also went to Atlanta and New York for the premieres of the picture in those cities, after leaving New Orleans.

When DeMille appeared to be failing during the early hours of today an attending nurse summoned his daughter, Cecilia, and her husband, Joseph Harper, to the bedside. They were with him when he died. Also in the home was his wife, Constance, who has been ill for some time.

In addition to his wife and daughter, Cecilia, he is survived by two sons, John and Richard, and another daughter, Katherine, who is Mrs. Anthony Quinn. There are 12 grandchildren and two great-grandchildren.

The family requested that floral offerings be omitted and that contributions be made instead to the Cancer Society, and other charities in which

(*Continued on page* 3)

Martin Says 'U' Product with Staying Power to Replace Numbers

In adopting its new policy of production and release of top budget, quality pictures in the main, Universal expects to be able to take care of a greater amount of exhibitor playing time requirements in the future than it was able to do with its smaller budget pictures of the past, Henry H. Martin, general sales manager, told a trade press luncheon here yesterday.

Martin said he believes exhibitors today are asking for more "good" pictures, not merely "more" pictures, and supplying that want will be the aim of Universal's new policy.

"Exhibitors can get mere numbers of films and not do business with them," he observed. "But the indus-

(*Continued on page* 2)

Ferguson to Speak At Allied Meeting

Robert S. Ferguson, director of advertising, publicity and exploitation for Columbia Pictures, has accepted an invitation to address the Allied Drive-In convention in Pittsburgh next Tuesday.

Ferguson will discuss Columbia's

(*Continued on page* 7)

To Release 34

Fox Budget Is $66,000,000 For '59 Films

Approval Is Outcome of Conferences at Studio

From THE DAILY Bureau

HOLLYWOOD, Jan. 21.—A record-breaking budget of $66,000,000 has been appropriated by 20th Century-Fox to make 34 pictures for release in 1959, it was announced here today by Spyros Skouras, president, and Buddy Adler, studio executive producer.

Approval of the budget was the outcome of conferences now in progress at the studio between studio heads and the top executives of the company's distribution organization who came here from New York for the annual session.

In addition to the 34 properties definitely set for production this year the company plans to make a multi-million-dollar spectacle to be specified later for filming in the Todd-AO process. This film will be released as a

(*Continued on page* 2)

Distribution Heads Set For Brotherhood Week

Exhibitor-distributor meetings for the purpose of finalizing local campaign plans for the industry's Brotherhood Week will be held late next week in 40 exchange cities in the United States.

This was disclosed yesterday when Alex Harrison, 20th Century-Fox general sales manager, who again is chairman of the industry's Brotherhood Week fund-raising drive for the National Conference of Christians and

(*Continued on page* 7)

Blumberg to Join UA-TV As Assistant to Eells

Kurt Blumberg joins United Artists Television, Inc., Feb. 1 as administrative assistant to Bruce Eells, executive vice-president of UA-TV, and also as manager of syndication operations for the company, it was announced by Eells.

Blumberg comes to United Artists

(*Continued on page* 7)

PERSONAL MENTION

MILTON R. RACKMIL, Universal Pictures president, returned to New York yesterday from the Coast following a trip to the Orient.

•

Ben Ashe, National Screen Service assistant general manager, will leave New York tomorrow from Pittsburgh.

•

Alfred Hitchcock has returned to Hollywood from London.

•

Samuel T. Wilson, theatre editor of the "Columbus Dispatch," has returned to his duties following recovery from surgery.

•

Marguerite Thornton, since 1942 a projectionist at the Orpheum Theatre, Saugerties, N. Y., has left there for a vacation in Florida.

•

Sidney Cooper, United Artists Central district manager, has left Atlanta for Dallas.

•

Max J. Rosenberg, producer, is in New York following a cross-country tour from the Coast.

•

James Tibbetts, manager of Loew's Orpheum Theatre, Boston, has become a grandfather with the birth in London of a daughter, Carrie Jane, to Joel Tibbetts, a chief petty officer in the U.S. Navy.

Kansas Officials Not Advised of 'Case' Suit

Special to THE DAILY

KANSAS CITY, Jan. 21. – The threat of legal action by a New York film distributor to prevent the Kansas State Board of Review from deleting the child birth scene from "The Case of Dr. Laurent" has drawn the comment of John Anderson, Kansas attorney general, that his office had not been informed of the contemplated step.

"This appears to be another attempt by the motion picture industry to abolish censorship in Kansas," he added. "When they are prepared to meet the state censorship issue head-on, my office will be prepared to defend the state institution."

Mrs. Hazel Runyan, chairman of the state board, also said that no information had been received about the threatened lawsuit by Trans-Lux Distributing Co. Mrs. Runyan said the film had been approved for showing in Kansas after the deletions.

Martin Says

(*Continued from page 1*)

try's recent and current experience with high quality pictures demonstrates that more business can be done with them than ever before. In doing that business such pictures consume more playing time and, therefore, eliminate the need for numbers of unprofitable pictures." The policy also fits the producer-distributor's current requirements, he observed, since a minimum gross, rather than a minimum number of pictures, is what is required to maintain a company.

Henry Martin

"Given quality product, a company can get as much money out of six pictures today as it once did out of 16," he said.

First results of the company's new policy are being evidenced with the performance of its new release, "The Perfect Furlough." The picture was given 150 special New Year's Eve engagements, but was deliberately withheld from the holiday release market generally, Universal figuring exhibitors would do more to put it over if it was released after the holidays when many are in need of a good, quality attraction.

60 Openings Since Jan. 14

"Furlough" has been given 60 openings since Jan. 14 and, despite some bad weather, it is performing at the rate of 82 per cent of "Battle Hymn" and 118 per cent of "Tammy and the Bachelor." It is to get 160 engagements up to Feb. 1. "Battle" grossed $3.7 millions domestic to date, and "Tammy" $2.7 millions.

In the 150 New Year's Eve shows, despite bad weather in some spots, it proved more than satisfactory, according to Martin. It is being held over in nine of 10 exchange centers, and in 20 other situations up to Tuesday of this week. Where it had New Year's Eve dates and is reopening now business definitely shows effects of favorable word of mouth in the area.

Slates 19 More by Oct. 31

Universal will release 19 quality features up to the end of its fiscal year, next Oct. 31. However, the figure is flexible since more may be added from outside sources.

"We can't go by the old rules any more," Martin observed. "We used to be able to plan months, even a year or two ahead. Now the market is so changeable it must be reappraised continuously."

Of the top films in view, Martin said, "Never Steal Anything Small" has been set to open at the Capitol here Feb. 11; "Imitation of Life" will open around Easter and later will come "This Earth Is Mine," "Pillow Talk" and "Operation Petticoat."

In production or preparing for release for the 1959-'60 fiscal year now are such top titles as "Spartacus," "Wine of Youth," "Spiral Road," "Viva, Gringo!" "Mathilda Shouted 'Fire'" "Desert Flower" and "A Gathering of Eagles."

The total again will be flexible, Martin said, depending on prevailing market conditions, what can be put together and other factors. The new plans will be outlined to the company's regional sales managers by home office executives, together with advertising-promotion plans, at conferences here all next week. Regional meetings in the field will follow.

McGuire, Equipment Executive, Dies at 84

P. A. McGuire, long a widely known figure in the theatre equipment field, died yesterday after a long illness. He would have been 84 years old in March. The body is at the Robinson Funeral Parlor, 321 Broadway, Amityville, Long Island suburb where he resided. It will be available to visitors from noon to 10 P.M. today.

Both Masonic and religious services will be held at the funeral home at 8:30 this evening, and a brief service will be conducted at Woodlawn Cemetery, the Bronx, at 10:15 A.M. tomorrow.

McGuire was advertising manager of the International Projector Corp. from 1925 until his retirement about ten years ago. He had previously held that position with the Nicholas Power Company, which merged with the Precision Machine Co., manufacturers of Simplex Projectors, to form Internation Projector. He is survived by his wife, two daughters, Miss Kathryn McGuire and Mrs. Leland Grey; a son, Jack, and two brothers.

Mass Launching Set For 'Mr. Pennypacker'

Twentieth Century-Fox's "The Remarkable Mr. Pennypacker" has been set for a 400-theatre saturation opening, encompassing 15 midwestern states, starting Feb. 4. The mass launching of the picture will be backed by a heavy newspaper and radio-television campaign.

The saturation is being spearheaded by Fox exchanges in Minneapolis, Milwaukee, Omaha, Des Moines, Kansas City and St. Louis.

Para. Dividend 50c

The board of directors of Paramount Pictures Co. yesterday voted a quarterly dividend of 50 cents per share on the common stock payable March 13, 1959, to holders of record Feb. 26.

Film Council Backs Probe Of 'Runaway' Production

From THE DAILY Bureau

HOLLYWOOD, Jan. 20. – AFL Film Council has ad unanimously a resolution suppo Congressional investigation of away" production overseas of A ican motion pictures and urged the scope of the investigatio broadened to encompass the m of American television films in countries.

Fox's Budg

(*Continued from page 1*)

roadshow attraction. In instances as this the budget allowance w increased, it was pointed out.

With Skouras and Adler in the rent sessions are vice-presidents Michel, Joseph H. Moskowitz, Charles Einfeld, treasurer D Henderson, International Corpo president Murray Silverstone, ge sales manager Alex Harrison George Skouras for Todd-AO.

Participating as Adler's aide Lew Schreiber, his executive assi Sid Rogell, executive production ager; J. B. Codd, studio treasure vid Brown, story executive; Fred zer, Ed Herrscher, director of erty development; and others.

Producing companies contribut the 1959 release schedule include ryl F. Zanuck Productions, Dav Selznick Productions, Jerry Productions, Walter Wanger Pic Leo McCarey Productions, Sam Engel Productions, Jack Cum Productions and Mervyn I Productions.

SW Newark Zone S High School Contest

A special screening and contes motion for the opening of "The caneer" at the Stanley Warner ford Theatre in Newark has bee ranged by Edgar Goth, direct advertising and publicity for the ark zone; Tony Williams, d manager, and John Stanek, ma of the theatre.

High schools in the area have invited to send two members staffs of their school papers screening of the picture at the ley Warner zone office in Newar 28. Following the screening Ed movie critic of the "Newark E News," will address the students then will be asked to write an sis and review of the pictur their papers. Winners will be war bonds and copies of thebo

Judges of the contest will be tin Quigley, Jr., Hipp, and me of his staff from the "News."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

eMille

(*Continued from page* 1)

Iille had long been interested.

eMille's crowning achievement for illustrious motion picture career extended over nearly half a cen- was his 70th and last production, Ten Commandments." The pic- already has grossed in excess of nillions with thousands of engage- s at home and abroad remaining e played. Many in the industry ve it eventually will rank as the grossing production of all time, in- ich as its reissue life is virtually less.

was the costliest picture ever , its budget being estimated at 500,000. However, with the re- completion of filming of "Ben " cost of that picture is being iated at $15 millions.

eMille entered the industry in in association with the late Jesse asky, who died one year ago this h. Their association soon became Paramount-Famous-Lasky com- after a consolidation with ph Zukor's Paramount-Famous rs organization. He joined Pro- s Distributing Corp. as a pro- -director in 1925, and this com- subsequently merged with the Pathe Films.

With Paramount in 1931

om 1928 to 1931 DeMille's pic- were distributed by M-G-M, fol- g which his Cecil B. DeMille . aligned with Paramount, where as remained since.

s outstanding productions includ- ich memorable works as "The w Man," "The Ten Command- s," "The King of Kings," "Cleo- ," "Volga Boatman," "The Plains- " "Union Pacific," "Sign of the ," "Northwest Mounted Police," Crusades," "Reap the Wild l," "Samson and Delilah," "The est Show on Earth," "Uncon- ed," and many others.

the course of his long and dis- ished production career he is ted with having discovered many later became topflight stars.

r a number of years, in addition s motion picture work, DeMille was producer of the popular Lux Radio Theatre. During a political campaign, the American Federation of Radio Artists imposed a special assessment on its members. Objecting to the principle of being obliged to contribute, however little, to a fund which he felt could be used to aid the election of political candidates to whom he was opposed, DeMille refused to pay the assessment and the union ousted him from membership. He could no longer appear on the air with his own or other programs, but he fought back.

In 1945 DeMille organized and became president of the DeMille Foundation for Political Freedom and received national support for its so-called right-to-work program. This principle became an issue in many subsequent state and national elections, and remains one to this day with a number of states having adopted right-to-work laws.

DeMille was a generous contributor to charities and humanitarian causes of many kinds. With the completion of "The Ten Commandments" he assigned the entire interest of himself and his wife in its earnings to a family foundation for social and charitable purposes.

DeMille also was one of industry's most honored members, his citations including two Academy Awards, the Irving Thalberg Award, the Screen Producers Guild's Wreath of Honor, Motion Picture Pioneer of the Year (1949), the Motion Picture Herald-Fame Award of Achievement (1958) and scores of honors from colleges, universities and governments around the world.

IL B. DE MILLE: *author- biography at it appears in* ion Picture Almanac, 1959 ion.

MILLE, CECIL BLDUNT: Producer. b. d, Mass., Aug. 12, 1881; p. Mathilda Bea- amuel & Henry Churchill de Mille. Play- ; brother William de Mille, prof.; e. Penn- a Military College; the American Academy matic Arts; plays include (author) Stampede. David Belasco) Return of Peter Grimm; co- sse L. Lasky Feature Play Co. (later Para- Famous-Lasky), 1912; org. & pres. Mercury n Co., Hollywood 1918-24; joined Producers . Corp. (merged with Pathe) 1925, as prod- rod. MGM distrib. 1928-31, for Paramount org. and pres. Cecil B. de Mille Prod. 1921 ux Radio Theatre, 1936-45; pres. De Mille tion for Political Freedom 1945; Land of (documentary for MPAA); (silent) Squaw en Commandments, Volga Boatman, King of (sound) Sign of the Cross, Cleopatra, nan, Union Pacific, North West Mounted Reap the Wild Wind, The Crusades, The eer; (decoration) Drder of Holy Sepulchre red in Jerusalem 1928); Litt. D. Penna. y Coll., 1931: Doctor of Fine Arts U. of Calif., 1942; Drder of Drange Nassau, 1949; M. P. Pioneer of 1949; spcl. Academy Award years of pioneering in leadership in M. P., Academy Irving G. Thalberg Award, 1952. Pictures: Samson and Delilah, The Greatest n Earth (Academy Award Film 1952), Story Wassell, Unconquered, Ten Commandments ilm).

C. B. DeMille

HAVING been privileged to enjoy frequent contact over a period of more than four decades with C. B. DeMille the news of his death crowds the mind with a kaleidoscopic panorama of memories of this extraordinary personality.

In his chosen field of entertainment DeMille was a showman of unique resourcefulness. Yet his intelligence, his wholehearted dedication to any selected purpose and the relentless energy he brought into play were such as would have led him to a corresponding success in many another type and kind of vocation.

In his long career as a showman he achieved a record of virtually unvarying success. While his productions ranged over a broad scale of popular acceptance, some climbing to exalted heights and others inevitably remaining at more modest levels of appeal, he made no poor pictures, no failures. This happy result was due to the fact that he indulged himself in no unrealistic appraisals of his work. He was a stern task-master not only with those under his direction but also with himself.

DeMille was a man of broad culture and refined intelligence whose interests covered many fields of knowledge—theology, philosophy, economics and public affairs—yet when he came to the business of making entertainment for the world public he knew and practiced very well just how and where to draw the line between academic considerations and showmanship.

He has left an indelible imprint on the motion picture and the industry, one of such consequence and extent that distant historians may be confused as to whether there was just one C. B. DeMille or several.

MARTIN QUIGLEY

Military to Cooperate

(*Continued from page* 1)

three representatives from member companies of the Motion Picture Association.

The motion picture group asked that the booking of military post theatres be shifted to an exchange area basis and that they play films behind commercial theatres.

After hearing the industry's case Secretary Finucane said a committee of the Motion Picture Services of the three branches of the military services would work with members of the film delegation to seek a solution. The Secretary indicated the study will be undertaken immediately.

O'Donnell Pledges Cooperation

O'Donnell, aided by members of the delegation, asked that the military service theatres in the Continental United States abandon their present national booking and instead book their theatres from each exchange area just as commercial theatres now do. He said exhibition and distribution would cooperate to make every picture available to the Armed Forces theatres immediately after the pictures play commercial theatres in the areas of each military theatre.

O'Donnell contended this would eliminate the competition that now exists between military and civilian theatres.

O'Donnell emphasized that the relief sought in the Continental U.S. would not affect military motion picture services on board ships or in overseas installations.

Industry Leaders Mourn DeMille

Scores of tributes to Cecil B. DeMille and expressions of sorrow at his death were received from leading industry executives yesterday at the offices of MOTION PICTURE DAILY.

Some of them are printed below:

Barney **Balaban,** president, Paramount Pictures: "The passing of Cecil B. DeMille from the motion picture scene is one of the heaviest losses the film industry has ever suffered. So sharp and poignant is it, that it is going to be difficult to visualize Hollywood and the screens of the world, without the dynamic influence of 'C.B.'

"For as long as I have been in the film industry I have known and deeply admired the craftsmanship of Mr. DeMille through the medium of motion pictures which reached more people in more countries—and more effectively—than any other single human being had ever done. This made Cecil B. DeMille a figure of international significance, and since he enjoyed enormous and continuing esteem, these elements redounded to the credit of our industry.

"It is most fitting that his many and successful creations were climaxed by a motion picture which is ageless, enduring, inspiring; and which will forever be his magnificent memorial. For years without end it shall be a symbol for those with ambition to create for the everlasting goodness of man.

"For all at Paramount—and this goes for Paramount personnel all around the world—this sad and bitter loss strikes at our hearts."

Y. Frank Freeman, vice-president and studio head, Paramount: "At this moment I cannot find words to express my feelings at the loss we have sustained in the passing of Cecil B. DeMille. For more than half a century he devoted his life to the motion picture industry, of which he was one of the founders. During the years he produced and distributed 71 motion pictures; he never compromised in any way to achieve less than the best.

"The impact of good for his work on the people of the world can never be measured. His loss to the industry can never be replaced. He stood first in the hearts of every member of the Paramount organization. He was one of my closest personal friends. We worked together as a team over a period of 20 years. His physical body is no longer, but his spirit will remain forever. He can never be replaced in the hearts and affections of the Paramount organization."

Adolph Zukor, chairman of the board, Paramount Pictures: "The loss of a devoted friend and associate for over 45 years is deeply felt by me. While the world will be conscious of his physical passing, his accomplishments have reached so deeply into the hearts of all nationalities that the

(*Continued on page* 6)

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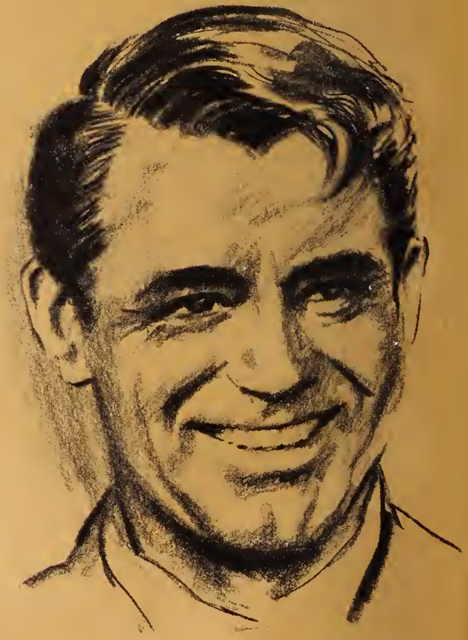

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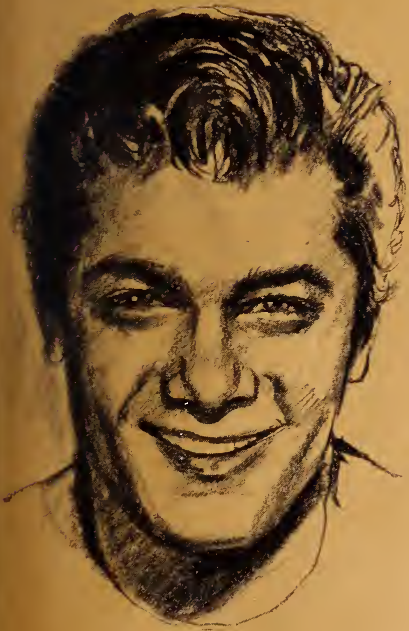

enplay by Stanley Shapiro and Maurice Richlin

anart Co. for Universal-International Release

Industry Leaders in Tribute to C. B. DeMil

Top Executives Praise the Man And His Films

(*Continued from page* 3)

impact of the life of Cecil B. DeMille will never cease to exist throughout the world.

"No more fitting monument can ever be erected to Cecil B. DeMille than the motion picture, "The Ten Commandments," exemplifying his great capacity for love and understanding of his fellow man. His ability to bring hope and pleasure to the vast audiences of the world was only exceeded by his loyalty to his country and his unselfish dedication to the industry of which he was, and always will be, a symbol of its highest principles."

George Weltner, vice-president in charge of world sales, Paramount: "For those of us who have known the warmth of Mr. DeMille's personality and have worked within the range of his genius, there is a void that cannot be filled. We are thankful that he has left for the World, as his crowning monument, his great masterpiece 'The Ten Commandments.' We shall miss him keenly."

Jerome Pickman, vice-president in charge of advertising-publicity Paramount: "The loss of Cecil B. DeMille to the motion picture industry and to the world is a truly profound one. He was a close personal friend to me, and his death has left me shocked and deeply saddened. To mourn Cecil B. DeMille's passing is to pay homage to the greatness of the motion picture medium."

Eric Johnston, president, Motion Picture Association of America: "In the death of Cecil B. DeMille, the motion picture art has lost perhaps its greatest pioneer and moulder, a man who extended the boundaries and the scope of visual communication to encompass the whole world.

"Throughout his life, he stood for the best in quality, in stature, in artistic integrity. With his own vision and courage, he raised the sights of others who saw the limitations rather than the ultimate potential of the film. He brought to the motion picture the epic proportions of human history, opening broad vistas for that art in his own life that will thereby remain open and beckoning for all his successors.

"The whole world will mourn his loss. His memory will always live warm and fresh in the hearts and minds of all of us who knew him."

Jack L. Warner, president Warner Bros.: "Cecil B. DeMille was a giant of the motion picture industry. His achievements will be an enduring part of the history of the screen, and his passing leaves a void that cannot be filled. I am personally shocked and grieved at this loss of a friend and associate of many years."

A. Schneider, president, Columbia Pictures: "The passing of Cecil B. DeMille will leave a void not only in the motion picture industry but in the world at large. To many people he was Mr. Motion Picture and he exemplified to the world the very best of Hollywood. He leaves behind a set of values and standards that will always be a goal for those of us who guide the industry."

Arthur B. Krim, president, United Artists: "Cecil B. DeMille was a motion picture pioneer whose faith, determination and resourcefulness was instrumental in building the modern film industry. He faced the struggles of the early days and was a vital force in shaping the later triumphs that saw the motion picture industry emerge as the world's foremost entertainment medium. His genius and enthusiasm were a source of strength and inspiration to all who knew him over the years. Not only as a master showman but as a great humanitarian, he devoted a lifetime of service to bringing happiness and joy to millions of people throughout the world. His immeasurable contributions to the community of man will stand as his lasting tribute. We at United Artists share the great loss of his passing with the industry he loved and served so well."

Spyros P. Skouras, president of 20th Century-Fox: "The whole world of entertainment has lost one of its most colorful and important personages in the passing of Cecil B. DeMille. He was a master showman, one of the real creative geniuses of Hollywood, and by his accomplishments leaves his name branded in large letters on the tables of film history. The many great spectacles he created will live on to glorify his name and fame. The whole motion picture industry will mourn his loss."

Nate J. Blumberg, chairman of the board, Universal Pictures: "Cecil B. DeMille will be sorely missed by everyone in our industry. From the early days of motion pictures he has contributed greatly to the progress that has kept movies the leading medium of mass entertainment the world over."

Samuel Goldwyn: "I am too grief stricken to say all that is in my heart about Cecil B. DeMille. For over 50 years we were the closest of friends and there was never a dearer finer friend than Cecil.

"Cecil B. DeMille was not only a great gentleman and a warm wonderful human being, but one of the true greats of the motion picture industry in all the history of motion pictures; no one brought entertainment to more people over the entire world than did he. Cecil never for a moment forgot that the purpose of our medium is to entertain and to bring to the greatest number of people possible the joy and pleasure that motion pictures can create. He was a man who was completely dedicated to his craft and the contributions which he made to motion pictures will live long after all of us and assure him a towering place in motion picture history. The world is poorer today because Cecil B. DeMille is gone."

Steve Broidy, president, Allied Artists: "Cecil B. DeMille's monumental contributions to the motion picture industry have left an everlasting memorial. His name will always be part of the history of the motion picture industry and will always be associated with the best that the industry has stood for. He was a man of principle, integrity, and ability. No more could conceivably be said of anybody."

A. Montague, executive vice-president, Columbia Pictures: "The death of Cecil B. DeMille is a tremendous shock. Somehow one never thought of a motion picture industry without Cecil DeMille. He was the all-time champion of film makers. His contributions to the growth of the motion picture as an entertainment medium and as a great business can never be praised too highly."

Sol C. Siegel, vice-president in charge of production, M-G-M: "It is only human to be deeply saddened by the passing of Cecil B. DeMille. But rather than to dwell on his loss, I feel that everyone in the industry whose respect and admiration he had should be grateful that he has left each of us an unforgettable heritage of a long, happy and full life, rich in achievement."

Carey Wilson, president of the Screen Producers Guild: "The motion picture industry has lost its irreplaceable giant. Audiences of the entire world have lost, both the symbol and the actuality of entertainment and inspiration which he always gave."

Hal B. Wallis: "The passing of C. B. DeMille is a great loss to motion picture audiences throughout the world. He was a giant of our industry and a source of inspiration to all who were fortunate enough to know him. I will sincerely miss him."

Samuel J. Briskin: "The motion picture industry has lost many important contributors in the past year but in the untimely passing of C. B. DeMille our industry has suffered the greatest loss since its inception. The word pioneer has never had more meaning than when connected with Mr. DeMille. His contributions as a director,

Whole Wo
Will Mou
Says Johns

producer, and above all as an
ican, will live forever through
world. Personally I have lost
dear friend."

Edward Muhl, vice-preside
versal Pictures: "The passing
DeMille is a great loss to ou
try. Not only was he one of
surviving pioneers, but throu
years he did more than almost
else to give real stature to the
picture industry."

Buddy Adler, executive in
of production, 20th Centu
"No one has contributed mo
spicuously to the field of en
ment than Cecil B. DeMille. T
tures he has made are a mo
to his career and are milesto
mark the growth and progress
motion picture industry. Hol
has never seen, nor is it eve
to see another like him."

Benj. Kalmenson, executiv
president, Warner Bros.: "Th
of Cecil B. DeMille affects me
With his passing, American
pictures and everyone connect
them suffer a profound loss. I
was one of the truly great
figures in films and his work
will be forgotten."

ROME, Jan. 21. – Film p
Hal Roach, Jr. said today the
of Cecil B. DeMille came as
mendous shock" to the Americ
colony here.

Roach said in a short-wave
view aired by the Mutual Bro
ing System: "His death is a p
loss to me and my family. He
very close friend of my father
DeMille was not only a great
man and a pioneer in the indu
helped to build, but he was a
and philosopher as well. He
missed. Mr. DeMille brough
entertainment to people than a
in his time."

Betsy Blair Accept
Belgian Award to

Special to THE DAILY

BRUSSELS, Jan. 21.–Betsy
American actress, has accept
Belgian Film Critics Award
"Paths of Glory" as the best
of the year at a gala event atten
leaders of the film industry, m
of the government and the pre
Blair represented the producer-
team of "Paths," a United
release.

KY MONEY

tle research into ancient al- of witching lore has turned up that in 1959, Friday will fall 3th of the month in February, and November. Over at Na- creen Service they've prepared l bargain promotion package, g of a scarifying horror a full-color 40x60 and a triple te ad mat to help exhibitors special spook shows on those

oes to prove that you don't be a witch-doctor to scare up siness in the theatres.

stributors

Continued from page 1)

nnounced his appointments of tion area chairmen who have ered to serve.

nal exhibitor chairman, Ed- . Hyman, vice-president of n Broadcasting - Paramount , will announce the exhibitor airmen early next week.

son announced the following managers will serve as distri- rea chairmen and meet next ith the exhibitor area chair-

All Areas Represented

y, Edward R. Susse, M-G-M; Foster Hotard, Paramount; Welden Waters, 20th-Fox; Hugh Maguire, Para.; Char- W. Greenleaf, Universal-In- al; Chicago, Robert L. Conn, ncinnati, Phil Fox, Columbia; d, Harry Buxbaum, Para.; William B. Williams, Fox; Robert C. Hill, Col.; Des Vincent F. Flynn, M-G-M. Detroit, Joe Beringhaus, War- .; Indianapolis, Ross Williams, Artists; Jacksonville, Byron UA; Kansas City, R. C. Borg, s Angeles, Alfred R. Taylor, Memphis, Norman J. Colqu- Col.; Milwaukee, Joe Imhof, nneapolis, L. J. Miller, U-I; ven, Phil Gravitz, M-G-M.

ast Executives to Serve

New Orleans, Luke Conner, ew York, Louis Allerhand, Oklahoma City, C. A. Gibbs, maha, Herman Hallberg, Fox; phia, Al Glaubinger, UA; gh, Al Kolkmeyer, U-I; Port- re.), Charles F. Powers, Fox; is, Harry Haas, Para.; Salt ity, Keith K. Pack, WB; San o, Ted Reisch, U-I; Seattle, Davis, M-G-M; and Washing- Bache, WB.

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THE NAME TO REMEMBER
All Three
dability Are Yours At NO
Extra Cost
WHEN YOU NEED
SPECIAL TRAILERS
630 Ninth Ave. New York

REVIEW:

The Black Orchid

Ponti-Girosi—Paramount—VistaVision

Sophia Loren and Anthony Quinn create a couple of recognizable and likeable people in "The Black Orchid," a Ponti-Girosi production for Paramount. And in addition to providing them with roles of range and scope the script of Joseph Stefano sets up some dramatic situations that have the ring of reality and truth.

This results in the type of picture that is hard to come by these days—a strong and moving drama which pretends to nothing more—or less—than being a "slice of life." While the main situation is a tragic one, everything is made to turn out all right in the end. The conclusion may not thus be entirely logical, but it leaves the audience in a happy frame of mind. This, combined with humorous touches naturally introduced along the way, keeps the picture from seeming as grim as it otherwise might.

Quite clearly, the major appeal of the film to audiences will be in the characters Miss Loren and Quinn winningly portray—a couple of Italian-Americans who, both having been widowed, seek to find happiness with each other in remarriage. Miss Loren, the more recently bereaved, is at first suspicious of the hesitant yet steady advances of Quinn and reluctant to shed her mourning weeds. Through perseverance and sincerity he gradually wins her over, and they begin to make plans to wed.

The scene in which he proposes to her in an ice cream parlor and she unexpectedly accepts on the spot is the most memorable moment in the film—not only because it is at once amusing and moving but because the characters of both are so thoroughly revealed. As Quinn speaks to Miss Loren of his unhappy first marriage (his wife was mentally ill) and his loneliness since then, she comes to understand his need for her. Shyness and reserve melt away; a rapport is established between two nice people. And at that moment, audience sympathy for them is completely won.

This helps to sustain interest in the outcome of their romance, which along about here hits a snag in the objections of Quinn's grown daughter, who is about to be married herself. The resistance of the girl to the remarriage of her father is so intense and neurotic that her about-face at the end when Miss Loren has a talk with her strikes the one false note in the picture. Ina Balin, a newcomer to the screen, does a good job in this somewhat thankless role.

And the rest of the cast, under the sensitive direction of Martin Ritt, also performs admirably. Jimmie Baird is particularly winning as the small son of Miss Loren (by her first marriage) who has been sentenced to a work farm as a juvenile delinquent. Unlike Miss Balin he offers no objections to the remarriage, and the scene in which Quinn formally asks him for Miss Loren's hand is another gem. Other cast members include Mark Richman, Naomi Stevens, Virginia Vincent, and Joe Di Reda.

Properly promoted, "The Black Orchid" should attract a large audience—both among the mass audience and the "art" clientele.

Running time, 96 minutes. General classification. Release, in March.

Richard Gertner

Ferguson to Speak

(*Continued from page* 1)

specialized handling of advertising and promotional material for drive-in situations and will also reveal details of the company's plans for the major campaign to be conducted on behalf of its Easter release, "Gidget."

To Promote 'Night'

George Justin, producer of Paddy Chayefsky's "Middle of the Night," currently being filmed in New York under Sudan Productions banner, has announced the appointment of Sumner and Friedkin Associates to assist in the national publicity and exploitation campaign on the film.

Blumberg to UA-TV

(*Continued from page* 1)

directly from Independent Television Corp., where he was manager of sales administration and planning. He had previously been vice-president of Television Programs of America, remaining with the company until its merger with ITC last September.

Starts 'Oscar' Job

Harry K. McWilliams has taken over as promotion and publicity coordinator for the 1959 Academy Awards telecast. His appointment for the post was announced recently by Charles Simonelli, chairman of the MPAA advertising and publicity directors committee.

Columbia Plan

(*Continued from page* 1)

division and branch managers from the Mid-Western states here today. Vice-president Paul N. Lazarus, Jr., also was on hand to present the promotional program to the meeting.

"To attempt to sell a picture today without having developed a distinctive advertising and publicity approach is suicidal," said Jackter, Columbia's general sales manager.

Jackter assured the field sales personnel that all of Columbia's forthcoming productions would be handled as individual entertainment "packages," with sales and promotion planning worked out jointly and with the same care that goes into the actual making of the film.

Jackter further emphasized that there are no longer any "automatic" films that can be thrown into release with a guarantee of a money-making return. "Those days are gone forever," he said. "It doesn't matter whether you have an exploitation picture or another 'Bridge on the River Kwai', you better have a good publicity and advertising handle before you go out to sell."

Pre-Production Drives Set

Lazarus then told the meeting that the re-oriented promotional forces of the company now start work on a "package" the moment it goes on the production slate. Intensive pre-production campaigns, especially those having to do with the source of the production, be it book or play, are going to be carried out on the local level by the company's divisional promotion managers and field exploiteers. He also urged the sales executives to aid in keeping exhibitors informed of progress on Columbia productions and told them they would receive a constant flow of material to help them.

Lazarus and Jackter both used "The 7th Voyage of Sinbad" as an example of the kind of integrated sales and promotion campaigns which Columbia will be developing.

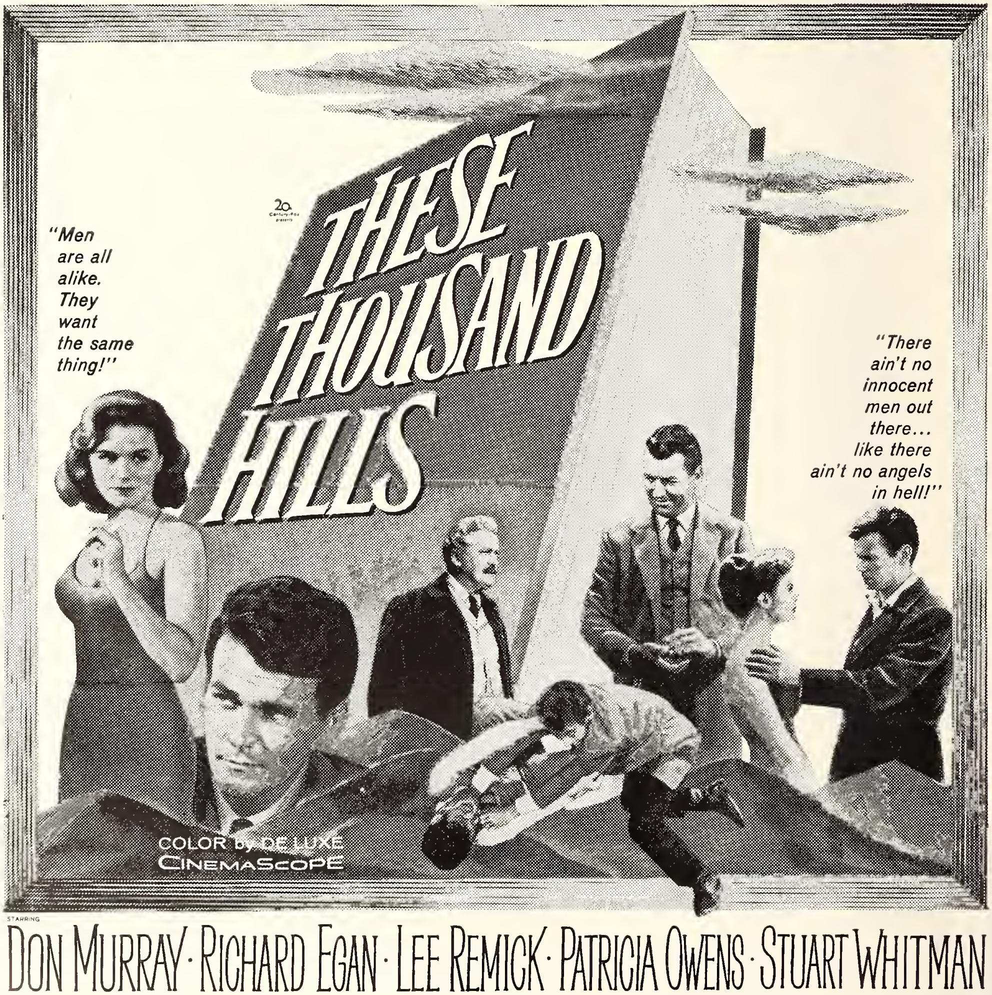
The finest carbons ever made...
NATIONAL
TRADE-MARK
PROJECTOR CARBONS

ONE OF 20th's BIGGEST

RESERVE TIME NOW

IN FEBRUARY!

ALL THE FIRE...POWER... DRAMA...OF PULITZER PRIZE WINNER A.B.GUTHRIE'S MONUMENTAL BEST SELLER!


20 Century-Fox presents
THESE THOUSAND HILLS
COLOR by DE LUXE
CINEMASCOPE

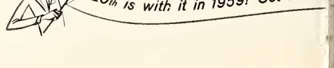
"Men are all alike. They want the same thing!"

"There ain't no innocent men out there... like there ain't no angels in hell!"

STARRING

DON MURRAY · RICHARD EGAN · LEE REMICK · PATRICIA OWENS · STUART WHITMAN

WITH ALBERT DEKKER · HAROLD J. STONE · ROYAL DANO · JEAN WILLES · PRODUCED BY DAVID WEISBART · DIRECTED BY RICHARD FLEISCHER · SCREENPLAY BY ALFRED HAYES


20th is with it in 1959! Get with

All
the News
That
s News

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Point

. 85, NO. 15 NEW YORK, U.S.A., FRIDAY, JANUARY 23, 1959 TEN CENTS

ction in Doubt

llied Board o Pass on CE Support

ds Agenda of Weekend ting Before Convention

Special to THE DAILY

TSBURGH, Jan. 22. – Allied ' relations with the American ess of Exhibitors loom as the topic of interest at the annual ng of Allied's board of directors e Penn Sheraton Hotel here on day and Sunday, and hence at nnual drive-in convention which s starting Monday, since the 's actions on ACE and other mat- vill be reported to the conven-

e annual meeting of the board s scheduled to elect officers, and is no reliable pre-meeting indi-

(*Continued on page 4*)

ne Exhibitor Units Promote 'Oscar' TV

ibitor committees have been or- ed in nearly all of the important ation centers for the promotion year's Academy Award telecast, reported yesterday by Charles cCarthy, information director of PO, which was given the task of ng exhibitor support for the tele-

Carthy said exhibitor committees ear helped to enlist the support of

(*Continued on page 6*)

lille Pallbearers to ude Zukor, Goldwyn

From THE DAILY Bureau

LLYWOOD, Jan. 22. – Samuel vyn and Adolph Zukor, chairman e board of Paramount Pictures, e among the pallbearers at fu- services of Cecil B. DeMille, held here here tomorrow at St. en's Episcopal Church. DeMille in his sleep here yesterday at ge of 77.

VISION TODAY—page 5

TOA's Toll-TV Committee Bulletin Urges Members Back Harris Bill

The Theatre Owners of America's anti-pay-TV committee yesterday carried its campaign to ban all forms of pay-TV, both cable and over the air, to the grass roots level, with an urgent plea for support of the Harris Bill.

In letters to presidents of all TOA state and regional units, and to key TOA members, Philip F. Harling, committee chairman, asked them to contact their congressmen and get local chambers of commerce, PTAs, veterans organizations and labor unions to also contact Congressmen asking them either to support the Harris Bill or introduce identical legislation.

The Harris Bill, introduced by Con-

(*Continued on page 2*)

Screen Gems MotionDenied

A government motion for summary judgment in its anti-trust action against Screen Gems, Columbia and Universal Pictures was denied in Federal District court here yesterday by Judge Sylvester Ryan.

At the same time the government's petition for a preliminary injunction

(*Continued on page 6*)

Albany Groups Critical Of CBS 'Sex' Program

From THE DAILY Bureau

ALBANY, N. Y., Jan. 22. – "It perfectly expresses my sentiments."

This was today's reaction of Dr. Hugh M. Flick, of the State Education Department, to MOTION PICTURE DAILY's editorial, "Shame," dealing

(*Continued on page 5*)

Skouras, Adler Outline Fox TV-Film Program

Special to THE DAILY

HOLLYWOOD, Jan. 22. – Spyros Skouras, president of 20th Century-Fox, and Buddy Adler, studio executive producer, at an executive meeting held today with Martin Manulis, executive production chief of 20th-Fox Television, announced that the studio plans the "largest and most extensive TV production program" ever undertaken by a motion picture company,

(*Continued on page 4*)

EDITORIAL

DOUBLE STANDARD: *Relationship of Production and Advertising Budgets*

By Martin Quigley, Jr.

FOR SOME TIME the American motion picture industry has been operating under "a double standard" with respect to production costs and advertising expenditures. As to the former—despite headshaking and dire forecasts—the budgets have gone up and up. On the other hand, with only a single notable exception, the budgets for advertising departments have been trimmed and trimmed.

This is a form of schizophrenia at its maddest. It is a solid economic fact that the greater a picture costs the more it must gross in order to break even. The industry knows well that "the picture good enough to sell itself has not yet been made"—and never will be. The comprehensive services performed by an advertising department embracing not only advertising but publicity and exploitation in all their many forms are indispensable.

It is folly to try to compensate for excessive payments for books and plays—for fantastic salary and participation deals to actors, directors, writers and producers—by curtailing advertising.

Instead of greater advertising efforts on account of greater competition, there has been a shocking deterioration in the relative status of the advertising departments of many of the film companies. The situation

(*Continued on page 3*)

Avert Duplication

Compo, ACE to Confer Here On Activities

Meeting Scheduled to Iron Out Overlapping Phases

First approach between members of the Compo triumvirate and of the American Congress of Exhibitors executives to avoid duplication of efforts by the two in the pursuit of their new programs is scheduled to take place here next Wednesday.

Si H. Fabian, executive head of ACE, possibly accompanied by other members of the executive committee, will meet with Abe Montague, distributor member of the Compo triumvirate. Montague may be joined by Ben Marcus, Allied States representa-

(*Continued on page 4*)

ACE Regional Meets Total 13 to Date

Regional meetings to discuss the aims and program of the American Congress of Exhibitors have already been held in 13 exchange areas and it is expected that the entire country will have been covered within the next three to four weeks. This was revealed yesterday in a progress report on the ACE meetings from the New York office.

Exhibitor approval of ACE at the meetings held has been unanimous, it was stated.

The areas in which meetings have already been held include Buffalo, Cleveland, Dallas, Denver, Detroit,

(*Continued on page 4*)

Rule Theatre Ticket Can't Overstate Tax

From THE DAILY Bureau

WASHINGTON, Jan. 22.—The Internal Revenue Service has ruled a theatre ticket cannot show an admission price of $1.45 and a Federal tax of 5 cents, since that would be overstating the tax by a penny.

The Service said the new admission tax law levies a tax of 10 per cent on each 10 cents over $1, or each major

(*Continued on page 4*)

PERSONAL MENTION

Benj. Kalmenson, Warner Brothers executive vice-president, arrived in New York from the Coast yesterday.

•

David A. Lipton, Universal-International vice-president, will leave the Coast at the weekend for New York.

•

Jack Diamond, Universal-International studio publicity director, has arrived in New York from Hollywood via Key West, Fla. **Paul Kamey**, assistant Eastern publicity manager for the company, will leave here over the weekend for Key West.

•

William Goetz and **Charles Vidor**, producer and director, respectively of Columbia Pictures' "The Franz Liszt Story," have left Hollywood for London, Vienna and Munich.

•

Mary Ellis, British actress, will arrive in New York from London on Sunday via B.O.A.C.

•

Dino DeLaurentiis, producer, will arrive here on Monday from Rome.

•

Charlton Heston, **Mrs. Heston** and their son, **Fraser**, will return to New York from Rome tomorrow aboard the "Independence."

•

David Niven and his wife, **Hjordis**, will arrive in New York today from London.

•

Howard W. Koch, of Olympic Productions, has arrived in New York from Hollywood.

•

John H. Burrows and **Leonard Ackerman**, producers, will leave Hollywood over the weekend for New York.

•

David E. Rose, producer, will leave New York next week for Rotterdam and London.

•

Mrs. Richard Fox, wife of the manager of the Sinking Springs Drive-in Theatre, Reading, Pa., has given birth to a daughter.

•

James Darren, star of Columbia Pictures' forthcoming "Gidget," has arrived in New York from the Coast.

Correction

Ben Ashe was incorrectly identified in a story in Motion Picture Daily yesterday through an inadvertent error. He is assistant general sales manager of National Screen Service. Ashe leaves here today for Pittsburgh.

TOA Toll-TV

(*Continued from page 1*)

gressman Harris of Arkansas, chairman of the House Commerce Committee, would ban pay-TV both over the air and by cable.

Commenting on the bill, Harling told the state chairman: "We are for it. This is the bill we worked for. This is the bill we want Congress to pass."

The letter, in the form of a special TOA bulletin, asked the TOA leaders to "write, write, write, phone, phone, phone . . . we must—as we did in the tax fight—enlist Congressional support for this bill."

Harling's committee has spearheaded TOA's long efforts to have legislation introduced and passed in Congress which will outlaw both air and cable TV on a national level. His committee has retained Marcus Cohn, Washington attorney, for the effort.

Mass. Court Reverses 'Eden' Convictions

Special to THE DAILY

BOSTON, Jan. 22. — The Massachusetts Supreme Court today handed down a decision in the case of "Garden of Eden" and set aside the convictions of a Fall River, Mass. theatre projectionist and the film salesman when a jury had found them guilty of exhibiting an "obscene" film.

In a 10-page decision, Judge Arthur Whittemore described the film as having a "far-fetched and thin plot." The judge and several other justices had had a private screening of the film before Judge Whittemore's decision was handed down.

Cited New York Decision

Projectionist Antone T. Moniz of the Fall River Theatre where the film played three years ago and Benjamin P. Rogers, film salesman, were convicted of showing the "indecent" show and local officials closed the theatre. Later the two defendants won their appeal of a jury conviction. The court pointed out that the New York censors had rejected the film on the grounds of indecency but did not rule it obscene.

"There is nothing sexy or suggestive about it," the decision said in part. "We rule that the showing of how nudists live is not an offense which could be judged criminal."

Two Win WB Prizes

Fred Greenberg, western division sales manager, and Caroll Ogburn, Atlanta branch manager, have won the two top prizes in Warner Bros.' sales contest for short subjects, it is announced by Charles A. Baily, short subjects manager. Greenberg was awarded a free vacation in Las Vegas and Ogburn won a Caracas, Venezuela, vacation for their achievements in the Warner Bros. competition.

UA Representatives To Accept Critic Awards

United Artists will be represented in force at the New York Film Critics 24th annual award presentation ceremonies Saturday night at Sardi's, as five of the six first prizes go to productions released by UA during 1958.

Susan Hayward will be on hand to receive the best actress plaque for her starring assignment in Figaro Inc.'s "I Want To Live!" David Niven will appear to accept his citation as Best Actor for his performance in Hecht - Hill - Lancaster's "Separate Tables."

Fredric March to Accept

Stanley Kramer, whose "Defiant Ones" was picked as best picture of the year and whose direction for the film won him the accolade as best director, will be represented by Fredric March, who will accept the film's plaque, and by Elia Kazan, who will pick up the tribute for best director.

Nathan E. Douglas and Howard Jacob Smith, whose screenplay for "The Defiant Ones" was tapped as best of the year, will be on hand to receive their joint tribute from the New York Critics. Presentation ceremonies will be broadcast coast-to-coast via NBC Radio 11:30 to midnight Saturday.

Consul to Represent Tati

M. Georges Lieschi, Deputy Consul General of France in New York, will accept for Jacques Tati, producer-writer-director and star of "My Uncle," the award of the New York Film Critics given the picture as the best foreign film of the year. Continental Distributing, Inc., is handling the film.

UA Appoints Stevens As St. Louis Manager

Eddie Stevens has been appointed United Artists branch manager in St. Louis, it was announced by James R. Velde, general sales manager. He replaces D. J. "Bud" Edele who was named UA branch manager here.

Stevens joined the company in 1951 as city salesman in St. Louis, a post he held for eight years. Before joining UA he was a salesman for Eagle Lion Films and head booker for Universal in St. Louis. Born in East St. Louis, Ill., Stevens entered the film industry in 1938 as a booker. He served with the Army Air Force in Europe during World War II.

Merle Burns to TOA

Merle J. Burns, owner of the Roxy Theatre, Menno, S. D., a 300-seat house, has joined Theatre Owners of America, it was announced here yesterday at TOA headquarters.

Miami Theatre Cuts Admission; Business Up

Special to THE DAILY

MIAMI, Jan. 22. — The sam
other theatres upped prices two
to 95 cents, Brandt's Cinema
tre lowered its price to 25 cent
fore 6 P.M. and 50 cents after
hour.

Business is up more than 5
cent according to Cecil Tibbetts,
ager. The 1200-capacity theatr
been jammed several times and
pite the recent cool weather,
lines are a regular sight in fro
the theatre.

Hearings on Harris Bill 'Fairly Soon'

From THE DAILY Bureau

WASHINGTON, Jan. 22. —
Commerce Committee Chairman
ris (D., Ark.) said his group hop
hold hearings "fairly soon" on h
to ban virtually all toll televis

He made the statement afte
committee held its first, organiz
al meeting. He refused to be p
down any more closely. Howeve
toll-TV bill will not be the first
up before the committee; Harris
the committee would definitely
up bills dealing with airports
railroad retirement before getti
the toll-TV bill, and possibly
take up some other items first,

Jackter Will Speak At Allied Meeting

Rube Jackter, vice-president
general sales manager of Col
Pictures, will be a featured spea
the Allied Drive-In convention in
burgh at the closing banquet
Wednesday.

Will Introduce 'New Face

Jackter will tell the delegates
many changes that have been pl
by the "new Columbia" in prod
and merchandising. He will also
duce to the convention a num
Columbia's new acting hopeful
are currently the subjects of a
new faces campaign.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
FRANK SINATRA • DEAN MART
SHIRLEY MacLAINE
"SOME CAME RUNNIN
A SOL C. SIEGEL PRODUCTION from M-G
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocl Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

uld Include Ads N. Y. State Law

Special to THE DAILY

LBANY, Jan. 22.—Implementation e New York Motion Picture Divi- authority to include advertising otion pictures prepared by exhibi- as distinct from that supplied by butors is favored by James A. atrick, counsel to the N. Y. Joint slative Committee on Offensive Obscene Material.

is stand was revealed in a dis- on of film censorship this week in School 16 here under P-TA ces.

zpatrick indicated the joint com- e will sponsor some kind of film ation at the present session. ng bills being studied is the Conk- arano Act which requires the Mo- Picture Division to classify re- s under one of three categories theatres must note classifications eir advertising.

Studying 1954 Amendment

e lawyer said also that consid- on is being given to the 1954 dment to the state licensing law, spells out "immoral" and "tends rrupt morals." The validity of this ng challenged in the "Lady Chat- s Lover" case soon to be argued e the U.S. Supreme Court. Fitz- d believes the high tribunal will ld the state but added that if it not he will "fight for other legis- that will satisfy the courts or new approach."

ntie' Sets 7-Week ord at Music Hall

untie Mame," the Warner Bros. n picture hit starring Rosalind ll, completed its seven-week en- ment at Radio City Music Hall a new record gross of $1,189,553, as announced by Russell V. ning, president of the famed place, and Benj. Kalmenson, ex- ve vice-president of Warner The total gross from opening Dec. 4, to closing, Jan. 21, the highest ever recorded for that was presented for seven s at the Music Hall. The previ- even-week record was Warner "Indiscreet" with $1,172,590.

ew Mark for Day, and Week

the course of its run, "Auntie e" set new records for a single and for a single day at the Hall. The one-week mark, es- hed during the Christmas-New period, is $226,984. The one-day d of $39,616 was set on Dec. imultaneously making "Auntie e" the record-holder for a New s Eve.

an Society Sponsor

e Japan Society, headed by John ockefeller III, will sponsor the ican premiere of "The Mistress," Japanese film, on Feb. 2 at the Theatre here. Produced in r by the Daiei organization, the re is being handled in the U.S. dward Harrison.

DOUBLE STANDARD

Continued from page 1

in exhibition is equally grave. How many circuits or key independent theatres have even a single top-ranking executive working full time on advertising? That number is pitifully small in comparison with the need and the opportunity.

During this whole decade when production budgets for important pictures have risen year after year, advertising appropriations have not only failed to keep pace but have in most instances been sharply reduced. In the broad field of promotion "a dollar saved" is often ten dollars lost.

Contrast the relative ease with which a producer gets authority to spend an additional hundred thousand or even million dollars and the difficulty of getting advertising appropriations increased or even held at previous levels.

• • •

A producer's justification for spending money is to put quality on the screen. An advertiser's justification is the expectation of increasing the actual gross. No one can be sure where to draw the line with respect to spending money in production, even on a theoretical basis. Advertising costs, however, are always justified as long as they bring in more than they cost. An additional dollar of advertising that results in even a few pennies of additional net profit is the best investment a company —or a theatre—can make.

It is certainly absurd to spend great sums in making a picture and then appropriate a pinch-penny budget for advertising and promotion. A reasonable percentage of the production cost of every picture should be allocated to advertising and promotion. In addition more funds should be spent on attractions that are well received by the public just as long as those additional sums more than pay their way.

Why is it that supermarkets, auto and appliance dealers, druggists, yes, even television stations, now show the way so often in aggressive advertising and promotion? What they are practicing are lessons learned from the motion picture business.

• • •

There are no secret formulae for merchandising. The basic requirements are men and women with ideas and sufficient funds to make the best use possible of the media available. No product is effectively merchandised without stimulating interest in it. So far as motion pictures are concerned this definitely means that a strong initial advertising and promotional effort must be in the trade. Only by this means will an aggressive and enthusiastic spirit radiate out to the public.

Despite the concentration in Hollywood on fewer pictures made with greatly increased budgets, a number of attractions come to the trade with little or no advertising devoted to them. There are many million-dollar pictures that have an insignificant fraction of their production budget spent on trade advertising. If such pictures are worth making they certainly are worth shouting about.

Much that goes into production budgets these days is vanity money. No literary property becomes per se better for the screen because it goes into the budget at $500,000 instead of $100,000. No actor acts better necessarily when he is being paid $500,000 instead of $100,000. Giving a director a percentage of the picture's net or gross does not make him a better director. Competitive factors may justify many of these inflated production costs but they also make a picture's economic welfare more perilous.

• • •

The very fact that pictures now cost so much is a compelling reason for increasing—not decreasing—the role of advertising. The work that advertising must do is now so much greater than ever. Compare the situation with that in other fields. Does a Ford company expend more—directly and relatively—in advertising now that its car costs $2,500 and not $500? The answer is obvious: as the costs have increased the expenditures required to merchandise effectively must increase at a relatively steeper rate.

The men of Hollywood are quick to blame the advertising campaign whenever a picture fails to live up to their high expectations. They should, therefore, be most insistent that the advertising departments have the necessary creative manpower and funds to do the best job possible.

The advertising experts of this industry are not magicians. But they are competent and experienced craftsmen. Give them the tools and they will do the job that is imperative to get done!

PEOPLE

Dino DeLaurentiis will meet with trade press representatives at luncheon at 21 Club next Tuesday to discuss plans for the presentation of his new production, "Tempest," which Paramount will distribute. **Barney Balaban**, Paramount president, and **George Weltner** and **Paul Raibourn**, vice-presidents, will be present.

☐

Walter Guarino has been named as the new manager of Paramount Gulf's Saenger Theatre, New Orleans, succeeding **Holland Smith**, who has retired from the theatre business. **Guarino** joined the circuit four years ago in Monroe, La.

☐

Robert Lamont, formerly general manager of Lamont Drive-in Theatres, has been named assistant general manager of Tri-City Drive-in Theatres, comprising three upstate New York operations at Westmere, Ballston Spa and East Greenbush.

☐

Barbara D. Skeeter, former newspaper editor, has replaced **Wallace Shapiro** as director of public relations for the Society of Motion Picture and Television Engineers.

☐

Abraham M. Ellis, head of A. M. Ellis Theatres, Philadelphia, has been installed as president of the Beth Jacob Schools, all-day parochial schools, of that city.

☐

Allen M. Widem, motion picture editor of the "Hartford Times," discussed "This, Too, Is Show Business" at the dinner meeting of the Hartford Probus Club. He was introduced by **Bernard Menschell**, president of Bercal Theatres of Hartford.

Cinerama Contest

KANSAS CITY, Mo., Jan. 22.—The Missouri Theatre and KMBC radio and television station today announced a contest, closing Feb. 7, in which the winning Kansas City couple would be awarded a trip to the South Seas, following the same route traveled in the Cinerama production, "South Seas Adventure." The contestants are required to write a 50-word piece on "Why I Would Like to Take a South Seas Adventure."

To Raze Theatre

KANSAS CITY, Mo., Jan. 22.—The Vogue Theatre, once one of Kansas City's leading art houses, will be razed, along with several shops and apartments, for a $2,000,000, five-story office building to be constructed by Panhandle Eastern Pipe Line Co., the fuel firm announced today. The Vogue has been closed for several years.

Compo, ACE

(*Continued from page* 1)

tive on the Compo triumvirate, who may come into New York from Pittsburgh where he will be attending Allied's national drive-in convention.

Both Compo and ACE agreed to participate in conferences to clarify program activities of each which were similar or identical, before proceeding with new projects. Also, in the case of Compo, specific determination of its new program is necessary before it can approach exhibitors on a new dues collection. It has deferred doing so while the boundaries of its program remained undefined.

Approved in December

Compo's membership meeting here in December approved a program, subject to elimination of conflicts with ACE's program, comprising the following main objectives: National Legislation, censorship, arbitration, government aid, research, new star talent, advertising, business building, local taxation, public relations, including Editor & Publisher advertisements and exhibitor public relations committees in the field; cooperation in promoting the Academy Awards telecast and development of an industry speakers' bureau.

The principal areas on which overlapping activities may occur are expected to be in national legislation, research and government aid, in both of which ACE, also, has planned activities.

ACE's program includes government action, decree changes, production, toll TV, research and specific trade practices. Compo is not concerned with the latter.

ACE Meetings

(*Continued from page* 1)

Kansas City, Milwaukee, New Haven, New York, Omaha, Philadelphia, San Francisco, and Washington. Sessions have been scheduled in Chicago and St. Louis on Jan. 29 and others are in the planning stage.

The 13 areas voting approval represent more than 48 per cent of the potential income from theatres of the U.S., the ACE report said.

The function of ACE is explained in great detail to exhibitors at the area meetings, and it is emphasized that any exhibitor in the country is welcome to join.

Skouras and Adler

(*Continued from page* 1)

under direct supervision of Manulis.

In addition to 11 half-hour filmed series, Manulis disclosed that he personally will produce "Festival," a dramatic 90-minute anthology, and "Profile," weekly hour biographical show based on noted personalities.

Fire Guts Gulf Theatre

PENSACOLA, Fla., Jan. 22.—The Highway Drive-In Theatre here has been damaged to the extent of $30,000 by a fire of undetermined origin. The huge screen of the theatre, a Gulf-Paramount operation, was destroyed.

Allied Board to Pass on ACE

(*Continued from page* 1)

cation whether present officers will stand for reelection. Should president Horace Adams insist on stepping down due to pressure of business and other considerations, it is felt that Allied directors will turn to the younger generation among their number for a choice.

Prominently mentioned in Allied circles as presidential material on earlier occasions were such individuals as Edward Lider of New England Allied; Marshall Fine, Ohio Allied; Milton London, Michigan Allied; Edward Johnson, Wisconsin Allied, and Irving Dollinger, New Jersey Allied.

Myers Bulletin Recalled

A late December organizational bulletin issued by Abram F. Myers, Allied chairman and general counsel, reported that an unidentified Allied leader had proposed the disbanding of Allied, with the "entire burden and responsibility of protecting exhibitors left to ACE." Myers said the proposal was forwarded to the directors so they could think about it in advance of the meeting.

However, the bulletin indicated the proposal was predicated on uncertainty whether ACE was to be an organization of individuals, including Allied members, or an organization of organizations, like Compo. If it was to be the former, the question would properly arise whether a place would remain for Allied or any exhibitor organization, other than ACE.

Disbanding Unlikely

Since the Allied bulletin was distributed, however, it has been made clear that ACE is an organization of wholly independent and unabridged exhibitor organizations. In consequence, no serious consideration is expected to be given by the directors to the disbanding of Allied at their meeting.

It will remain for the directors, then, to determine whether Allied will figure at all in the operations of ACE and, if so, to what extent and under what conditions. Most pre-convention expectations are that the board and convention will approve cooperation with ACE in most major areas with the express provision that Allied's own freedom of action as an exhibitor organization continue unimpaired in any respect.

'White Paper' Emphasized

The latter would apply most especially to Allied's pursuit of its so-called "white paper" campaign against the Department of Justice and in behalf of what it terms "enforcement of the industry decrees." Adams made it clear at the recent convention of Ohio Allied in Cincinnati that while national Allied wants to cooperate with other exhibitor organizations in any attempt to better the theatreman's condition, it would not do so at the expense of its "white paper" campaign or any other abridgement of its right to independent action.

"Allied," Adams still says, "cannot suborn itself to any other organization."

He has made the same statement to the ACE executive committee, of which he is a member.

"Something is going to be done for the hard-pressed exhibitor," Adams said. "It has to be. There has been a big reaction in Washington to Allied's grass roots campaign among Congressmen on behalf of the 'white paper' program. ACE can't take the place of that."

Motion Picture Daily reported exclusively on Jan. 16 that since Congress reconvened (and up to Jan. 15) Justice Department officials admitted they had received "a substantial number of queries" from Capitol Hill, perhaps 50 or slightly more, from returned legislators who presumably had been contacted in their home territories through Allied organizations' field campaign for the "white paper" contentions.

The Daily's story also disclosed that the Justice Department is answering such queries with a seven-page mimeographed statement setting forth that the industry decrees have been vigorously enforced.

A complete equipment and concessions exhibit for drive-ins will be held in connection with the convention and an elaborate social program has been planned for both delegates and their wives under the convention committee headed by Harry B. Hendel, president of Western Pennsylvania Allied, the host organization.

Adams is scheduled to deliver the convention keynote at the opening session on Monday. Interest in business-building forums is being stimulated by a $100 prize for the best idea contributed.

Advance reservations indicate a well attended convention. It will be the only convention national Allied will hold in 1959, the usual annual fall meeting having been eliminated to facilitate planning for a combined convention of hardtop and drive-in theatre owners, with a trade show in Chicago in 1960.

Cleveland Exhibitors Unanimously Back ACE

Special to THE DAILY

CLEVELAND, Jan. 22.—Cleveland area exhibitors meeting today in the 20th-Fox screening room passed a resolution unanimously supporting the resume of the executive committee reports adopted at the ACE meeting at the Astor Hotel in New York last Dec. 12.

Marshall Fine of Associated Theatres was chairman of this first area ACE meeting, assisted by co-chairmen Jack Armstrong of Bowling Green and Gerald Shea of New York. The resolution also supported recommendations and suggestions submitted by some of the 28 exhibitors representing some 220 theatres who attended both the meeting and the buffet luncheon at which the three chairmen were hosts.

TENT TAL

Variety Club Neu

PHILADELPHIA — Variety
was climaxed in the Quaker Ci
the annual banquet of the local
which honored retiring chief
Samuel E. Diamond and newly-e
Leo B. Beresin. Lieut. Gov. Re
of Nevada was the guest speaker
principal address was delivere
George W. Eby, chief bark
Variety Clubs International.

△

NEW ORLEANS—The fifth a
banquet and installation of Ten
45 will be held on Saturday at
headquarters. Officers are: C
Nungesser, chief barker; Bill
day, assistant chief barker; S
Wright, second assistant; Carl
bry, dough guy, and W. A. "
Hodges, property master.

Rule Theatre Tax

(*Continued from page* 1)

fraction of 10 cents. Since five
is not considered a major fractio
Service said, the tax would have
four cents on $1.45 or five cen
$1.46, and it is therefore "impo
to have a proper charge of $
The Service pointed out that the
reasoning made it impossible to h
total charge—admission price pl
—of $2.05, $2.60 or $3.15.

Tax Greater Than Actually Ow

Sale of tickets showing a pri
$1.45 and a tax of five cents w
the Service said, "result in the c
tion of a greater amount of tax
that which is legally owing."

The Service also republishe
earlier ruling that the old rate
applies to any tickets sold befor
1, 1959, even if the actual adm
was to take place after Ja
The tax applies, the Service sai
the payment and not to the adm
itself. Therefore, the $1 exclusio
acted by Congress last year
apply, it declared, only to payr
actually made after Jan. 1.

Say Many Queries Receive

It said that despite earlier pu
of this fact, it had received num
queries on this point from theatre
ing tickets on an advance sale ba

$75 Millions Suit Ba On Keller-Dorian Co

Treble damages of $75,000,00
asked in an anti-trust action fil
U.S. District court here yesterd
Moviecolor, Ltd., against Ea
Kodak, Technicolor, Inc., and Te
color M. P. Corp.

The plaintiff, now in proce
liquidation in England, base
charges on alleged violations of
trust laws involving licensing o
Keller-Dorian color process.
French color process was the c
of extensive litigation some 10
ago.

bany Groups

(*Continued from page* 1)

the CBS radio program "The ess of Sex."

Flick, former director of the tment's motion picture division, esignated by Dr. James E. Allen, ate Education Commissioner, to ent the latter at a playback of be" in WROW's studios.

e local Columbia outlet invited nissioner Allen, Albany clergy- representatives of women's clubs thers, to listen to the recording, o express their opinions on the ility of its broadcasting.

e consensus being negative, ger George M. Perkins an- ed the program would not again ired, but the tape would be ble for study and other special s.

ling it "an extension of the Jelke poorly done and a grave reflec- on hundreds of high-minded ess men," Dr. Flick said the should be entitled to "equal for a reply." The program d to Flick "chiefly designed for tation purposes."

A Acquires 39 ish Films for TV

group of 39 pictures produced eat Britain, has been acquired elevision presentation in the d States by National Telefilm iates, Inc., Oliver A. Unger, president announced yesterday. ajority of the films were pro- d in the post-1948 period. Unger the announcement at the Na- Telefilm Associates annual nolder meeting here.

erations of NTA for its first quarter ending Oct. 31, 1958, ed a net profit of $1,364,887, or per share on 1,099,611 shares outstanding, according to A. au.

luded in this profit is a capital of $1,144,756 net of applicable ses and taxes, or $1.04 per , resulting from the sale of s contract to purchase Associat- rtists Productions stock. Net op- g income from consolidated tions amounted to $220,131 or nts per share.

$269,577 for Quarter

r the quarter ending Oct. 31, net operating income was $269,- or 26 cents per share on the ,350 shares then outstanding. exhibition contracts during the er rose to $5,479.312, as com- to $4,310,604 a year ago.

mmenting on the NTA acquisi- of British films, Unger stated, Hollywood has not been able to e the problem of the post '48 re films, we have turned to our sh friends and have purchased Associated British Picture Cor- ion, Ltd., a fine group of 39 n pictures, most of them pro- l in the post '48 period. It is xpectation to release these films e Spring of 1959."

Television Today

Gruskin Tells of Plans for TV

George Gruskin, who until nine days ago had been a radio TV executive at the William Morris Agency for 27 years, told newsmen over the luncheon table at "21" yesterday he's setting up "George Gruskin and Associates" for creative programming, sales, and financing of television motion pictures. He said he will bring together the talents of production, direction, and acting, and represent personalities as he formerly did at the agency.

He added about 30 independent "packages" have agreed to become "inter-associated" and in some instances to pool talents. He said he is protecting the "independents" of the field. He introduced producer Sylvester "Pat" Weaver, attorney John Wilder, actor Eddie Albert, and others among his guests.—F. E. S.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IF THE propensity for wishful thinking, daydreaming or rooting for that ship to come in is still considered by the haute monde as provincial and corny, that seems to set okay with the Corn Products Company. They've just renewed for another year on the NBChannels co-sponsorship of four quizzers, "It Could Be You," "Queen For A Day," "Treasure Hunt" and "The Price Is Right." Agency for Corn Products is Lennen & Newell. . . . William A. Cornish, who started hisTVcareer back in 1948 with the DuMont Network, later joining Edward Petrie & Co. and with Official Films since 1955, has been named director of national sales for Flamingo Telefilms Sales by Prexy Herman Rush. . . . The adage, quote: "And a little child shall lead them" unquote—is definitely TRUEVILLE. In fact, according to linguistic scientist Dr. Frank Baxter (Dr. Linguistics on next Monday night's "The Alphabet Conspiracy" sponsored by the Bell System Science Series TVia NBC) of the 5,000 different languages in the world, ONLY babies speak the same "language" but adopt the speech of their elders as they grow older. Hence "baby talk" and music are the ONLY universal languages. (sing to us, baby.) . . . After a quarter century with the William Morris Agency, genial George Gruskin has resigned to open his own firm as motion picture and TV consultant, specializing in "creative production and programming." . . . As a result of signing a new recording contract, lark Marv Griffin will find himself in the 90 per cent income bracket. (A feller can easily WAX eloquent in such a position.) . . .

☆ ☆ ☆

Easily one of the most popular lads out Hollywood way is a fellow named Sam Laine, who promotes the wares of MGM Recording Artists. Sam is Frankie Laine's brother and the way he corrals extra spins for the MGM, Lion, Cub and Metro platters is "Music to the ears of MGMoguls." . . . News NBCommentator Bob Wilson has just narrated an Army Signal Corps telefilm, "Alaska, the 49th State." . . . Benrus will introduce a new concept to the public via a breakfast press conference Thursday, Jan. 29, at the Waldorf-Astoria Hotel in Gotham. . . . Who said Westerns have had it? Not only are they shooting more telefilms of the "wide open spaces" but after 27 years of film making as star, Bette Davis will make her "western debut" in the title role of "The Ella Lindstrom Story," on the Feb. 4 presentation by the Ford Dealers of "Wagon Train." . . . NBCelebrating its fifth year on the nets, "The Bob Cummings Show," next Tuesday will have as a special guest Art (People Are Funny) Linkletter. . . . Joan Evans, daughter of playwright Dale Eunson and former movie publicist Katherine Albert, has been named to play opposite Guy Williams in four forthcoming "Zorro" episodes to be telefilmed by Walt Disney for the ABChannel. . . . Mary Kate Cleary, beautiful teen-age daughter of the late songhit writer, Michael H. Cleary and prexy of the Johnny Andrews Club, pens an excited letter about the fact that at WMAX, Grand Rapids, deejay Bob Martz is "not only rated the most with us kids here, but he looks like Dick Clark's twin brother." (In this case X Martz the Spot —no?) . . .

Who's Where

Sig Frohlich has been elected a vice-president of Fryman Enterprises, Hollywood it is announced by **Red Doff**, president of the independent motion picture and TV producing company. Frohlich will be in charge of the development of new television film series.

□

John A. Patterson, sales manager for WPIX-11, has been elected vice-president in charge of sales, **F. M. Flynn,** publisher of the "New York News" and president of WPIX, Inc., has announced.

□

Robert H. Paasch, formerly of WRCV-TV, Philadelphia, has been named chief engineer of WCKT, Miami. He succeeds the late **Milton Scott. Frank Howell** is new local sales manager of Wometco's WTVJ. **Ken Bagwell** succeeded Howell in his former position as national sales manager.

□

William A. Cornish has been appointed director of national sales for Flamingo Telefilm Sales, it was announced by **Herman Rush,** president. Cornish was formerly with Official Films where he had been a national account executive since 1955.

□

Melvin Danheiser has been named administrative assistant to **Sidney Kramer,** director of foreign distribution and film coordinator of National Telefilm Associates, Inc. Danheiser joins NTA following a long-time association with RKO Radio Pictures.

□

The appointment of **Frank Hussey** as an account executive in the New York office of CBS Television Spot Sales was announced by **Bruce Bryant,** general manager of CBS Television Spot Sales.

Deny 'Playhouse 90' To Be Dropped by CBS

"Playhouse 90" will definitely be on the CBS Television Network next season on Thursdays from 9:30 to 11:00 P. M., EST, Hubbell Robinson, Jr., executive vice-president in charge of network programs, said yesterday. Robinson said he issued the statement to deny published reports and rumors that the program was going off the air.

He added that the series might be cut from 39 to 26 new programs "in order to make room for additional programming of a similar quality."

REVIEWS

Tokyo After Dark

Herman-Segal—Paramount

HARTFORD, Jan. 22

The time is now, the setting Japan, the principal characters both Americans and Japanese, and the story theme concerns the dilemma of an American G.I., who accidentally kills a Japanese national.

This is a Norman T. Herman and Marvin Segal production, based on a Herman-Segal script, and directed with showmanship-wise touches by the former. Exploitation values are readily apparent. Americans Richard Long and Lawrence Dobkin and Japanese Michi Kobi and Nobu McCarthy (most recently seen in another Paramount attraction, "The Geisha Boy") top the cast.

Michi Kobi, singer in a Tokyo night club, is engaged to American military police sergeant Richard Long. When drunken GIs cause trouble in the bistro, the owner urges American newspaperman Paul Dobov to talk Long out of reporting the incident. The two Americans seem to have a strong dislike for each other. Duty-bound Long reports the happening.

In an expansive mood, Long drives to the shopping quarter to acquire a gift for Miss Kobi. Returning to his jeep, some teen-aged Japanese are loitering and in the ensuing confusion, Long's gun is accidentally discharged, killing a youth.

From this point, events and conversation are comparable indeed to the reams of copy emanating out of wire service bureaus in Tokyo and other points where American military personnel have encountered native resentment, antagonism and the like. A blind teacher, Japanese, finally convinces an escaping Long that elusiveness is not patriotic manliness, and the subdued soldier returns to face the authorities, knowing in the process that Miss Kobi will be standing by.

Running time, 80 minutes. General classification. Release, in January.

A. M. W.

Paratroop Command

Amer.—Int'l.

HARTFORD, Jan. 22

A pictorial salute to World War II's airborne infantry, this James H. Nicholson-Samuel Z. Arkoff production is toplined by Richard Bakalyan, previously seen in a number of AIP presentations and consequently something of marquee strength, particularly in those action situations that have played and properly exploited such product.

The story and screenplay, by producer Stanley Shpetner, concentrates on the African and Sicilian invasions of 1942-43 by paratroopers. For more personalized emphasis, the story focusses on a half-dozen men, including Bakalyan, Jim Beck and Ken Lynch.

After jumping into Africa, one of the invaders—Beck—casts off his GI uniform in favor of Nazi garb, thinking the action will help further Allied advance. During the ensuing confusion, Bakalyan inadvertently kills Beck, and from this point on, fellow paratrooper Jack Hogan warns Bakalyan that he's doomed for certain death. When the remaining men hit Sicily, Hogan tries an unsuccessful attempt on Bakalyan's life.

In time, most of the crew is killed off, via one encounter or another. Bakalyan dies after completing an important mission, realizing in the action that he has lived up to his own personal code.

William Witney directed and Herb Mendelson served as production manager.

Running time, 83 minutes. General classification. Release, in January.

A. M. W.

Screen Gems

(*Continued from page* 1)

was partially granted to the extent that Screen Gems distribution to television of Universal's pre-1948 films is required to maintain the status quo. This is without prejudice to the government to apply to the court for further injunctive relief should subsequent facts develop warranting renewal of its motion.

Limited to 50 in Six Months

In effect, Screen Gems is restrained, pending trial and determination of the case, from sublicensing additional Universal films at a rate greater than 50 films in any six months period, which approximates the licensing rate under the Screen Gems-Universal agreement up to now.

The court also allowed the parties three months to prepare for trial and left open to Screen Gems the right to apply for relief in the event the government delays unduly in going to trial.

The government charges in its suit that the Screen Gems-Universal pre-'48 film deal unlawfully reduces competition in the distribution of films to television. Screen Gems is a wholly owned subsidiary of Columbia Pictures and distributes the latter company's pre-1948 backlog to TV also.

Schimel for Universal

Judge Arthur Schwartz of the law firm of Schwartz & Frohlich represents Screen Gems in the action, and Adolph Schimel, Universal vice-president and general counsel, argued against the motions for that company.

Technicolor Veterans Will Be Dined Today

From THE DAILY Bureau

HOLLYWOOD, Jan. 22. — Dr. Herbert T. Kalmus, president and general manager of Technicolor Corp., will host a luncheon tomorrow to honor nine employees who have been with the company for 25 years.

Attending will be Robert Riley, vice-president in charge of motion picture sales (Hollywood) and director of studio operations, and Paul W. Fassnacht, Hollywood plant manager.

Congressmen Pay Tributes to DeMille

From THE DAILY Bureau

WASHINGTON, Jan. 22.—Members of Congress bemoaned the death of producer Cecil B. DeMille.

Senator Kefauver (D., Tenn.), terming him "a giant among moviemakers," said that "his pictures made the American movie an international commodity."

"Best known for his great Biblical dramas," Kefauver continued, "this son of a minister proved that the story of religion, the story of the founding of Christianity, had universal appeal to people of all races and religions."

Rep. Roosevelt (D., Calif.) said DeMille's death "takes from our national scene one of those few gifted enough to give—in entertainment form—a panoramic view of the great events of history. His contribution to our national life and the enrichment he brought to many Americans will be his lasting memorial."

Legion Puts 'Adultery' In 'C' Classification

The National Legion of Decency yesterday announced it has placed the NTA Pictures' release, "A Question of Adultery," in its "Class C" or "Condemned" category.

Explaining its objection to the film the Legion said: "The subject matter of this motion picture is artificial insemination by donor (AID). The emotional arguments of the sympathetic characters in the film are directed toward justifying this practice both morally and legally.

"In a 1956 allocation to the Second World Congress on Fertility and Sterility, the late Pope Pius XII taught that 'artificial insemination violates the natural law and is illicit and immoral.'"

SMPTE Names Two for Unexpired Terms

The board of governors of the Society of Motion Picture and Television Engineers has named G. Carleton Hunt, General Film Labs., Hollywood, financial vice-president of the organization. Hunt will complete the unexpired term of SMPTE executive vice-president J. W. Servies of National Theatre Supply Co.

Also named to fill an unexpired term is S. P. Solow, Consolidated Film Industries, Hollywood, who replaces Reid H. Ray, Reid H. Ray Film Industries, St. Paul, as treasurer of the SMPTE. Ray is now convention vice-president.

'Hanging' Promotion

Warner Bros., Columbia Records and Ballantine Books, publishers of "The Hanging Tree," have joined in a three-way promotional effort, backing the film, the book and the record of the same title. Four hundred disc jockeys throughout the country have received hard-cover editions of Dorothy M. Johnson's book and the Columbia recording of the title song from the film, sung by Marty Robbins.

Exhibitor Un

(*Continued from page* 1)

the telecast by several thousand
tres, with the result that the te
had an audience exceeding 70,0
viewers. The goal for this year's
paign is to surpass last year's r
McCarthy said.

Exhibitors who have already
to serve as chairmen of telecast p
tion committees are as follows:

Arizona, George M. Aurelius,
nix; Arkansas, K. K. King, S
California, William H. Thedfor
Angeles; Colorado, Robert W.
Denver, and Larry A. Starsmore,
rado Springs; Connecticut, Ha
Shaw, New Haven; District of C
bia, Marvin J. Goldman, Washi
Illinois, David B. Wallerstein,
cago.

Drawn from All Sections

Also, Indiana, R. T. Lochry, I
apolis; Iowa, D. B. Knight
Moines; Kentucky, Ralph E. Mc
han, Irvine, and Gene Lutes,
fort; Louisiana, Maurice F. Bar
Orleans; Maine, C. J. Russell, Jr
gor; Maryland, James L. Whittle
son; Michigan, Harold H. Brow
Henry Capogna, Detroit; Min
Charles Winchell, Minneapolis
sissippi, A. L. Royal, of Meridia

Also, New Mexico, Nathan C.
Santa Fe, and Ed Kidwell, R
Albany, Elias Schlenger; Nort
kota, F. E. Wetzstein, Mandan
Frank Murphy, Cleveland; P
vania, Edward Emanuel, Philad
Texas, Kyle Rorex, Dallas; Uta
Krier, Salt Lake City, and Jack
Denver; Virginia, Carlton
Richmond, and Syd Gates, N
Washington, Oscar Nyberg, Sea

Lopert Films Movi

Lopert Films, Inc. will mov
their present location here to
quarters in the penthouse
formerly occupied by Decca
at 50 West 57th Street in Man
It is expected that the transfer
new location will be comple
Feb. 16. Plans for a greatly ex
distribution - production op
made it mandatory that the C
seek much large quarters, ac
to Ilya Lopert, president of
Films.

'Man' Big in Chica

Warner Bros. "The Old M
the Sea," which had its first
release engagement at the R
Theatre in Chicago, is expe
register a gross of $25,000 in
tial week, the company said h
terday. The picture took in
for its first weekend alone,
or zero weather. It has pr
been shown at other theatres
served-seat basis only.

Fox Names Montem

HOLLYWOOD, Jan. 22. —
Montemurro has been named
manager at 20th Century-Fox.
ceeds Fred Fox, who has bee
ferred to the company's Weste
nue studio in the same capacit

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 16 NEW YORK, U.S.A., MONDAY, JANUARY 26, 1959 TEN CENTS

bins Announces

panded NSS ogram for d to B-B

e-Point Plan to Hypo nue, Audience Interest

expanded program by National Service to cooperate with ex- s in building box office revenues ealed at the weekend by Burton bins, vice-president in charge of Robbins said that the entire Na- Screen sales organization has eceiving intensive briefings for months on new methods of g with exhibitors to stimulate returns in three ways:

ncrease the volume of boxoffice ons.

boost food and refreshment

ncourage special promotions to additional audience interest.

bins' announcement was timed ncide with the presentation to ied States Drive-in Convention

(*Continued on page 2*)

ine Parish Program Films' Moral Tone

From THE DAILY Bureau

ANGELES, Jan. 25.—A priest of the National Legion of De- Catholic film evaluating outlined a parish program of to uplift the moral tone of mo- ctures. Msgr. John Devlin, the s West Coast secretary, urged chdiocesan Council of Catholic n here to keep a sharp eye on eighborhood theatres.

a condemned movie comes to

(*Continued on page 2*)

Strong Opposition . Y. TV Censor Bill

Special to THE DAILY

ANY, N. Y., Jan. 25. – Strong ion by commercial television s is expected to the bill in- d here by A. Bruce Manley, ia Republican, calling for the nip of all television programs t those dealing with current news and sports—on stations

(*Continued on page 6*)

TV Begins to Make Inroads in Mexico; Film Industry Seeks Means to Fight Back

By LUIS BECERRA CELIS

MEXICO CITY, Mex., Jan. 25.—The motion picture industry is beginning to feel the effects of competition from television here and is trying to find means of fighting back.

In the provinces, for instance, where TV has been somewhat of a novelty, it is becoming a common sight. Television sets have been installed at the doors of garages and shops, where the owners charge a small rate of 25 or 50 centavos (2.5 or 4.1 cents). Some restaurants and bars are also attracting extra clientele by installing sets.

In Mexico City the same situation is quite common in the poorer sections of town, where a few enterprising shopowners have added this line to their regular business. In cities like Torreon more than 1,000 situations operating under these conditions have been found.

Exhibitors now recognize the seriousness of the competition, but a solution seems still to be very far away. On top of this, mayors of some towns seem to think that cinemas are a most profitable business and raise their taxes often without justification. Theatre people are urging the Government to do something to remedy this situation.

'U' Sales Meet Gets Underway Here Today

Universal Pictures' week-long sales conference to map distribution and promotion plans for the coming months will get underway at the home office here today with the company's regional sales managers, its home office sales executives and its promotional executive participating.

Henry H. Martin, Universal's general sales manager, is presiding at the meetings.

Milton R. Rackmil, president of Universal, who has just returned to New York from a series of policy and planning meetings with Universal executives in Japan, Australia and Europe, will address the opening session of the sales conference.

David A. Lipton, Universal vice-president, who will outline promotion-

(*Continued on page 7*)

1200 Catholics Attend Communion Breakfast

Over 1200 Catholics of the motion picture industry attended the ninth annual Communion Breakfast for members of the industry in the New York area yesterday in the grand ballroom of the Waldorf Astoria. The breakfast followed 9 A.M. Mass at St. Patrick's Cathedral.

Speakers were the Rev. Robert I. Gannon, S. J., former president of Fordham University and noted public speaker, and Cyril Ritchard, actor.

Edward E. Sullivan, publicity director for 20th Century-Fox was master of ceremonies.

Guests of honor on the dais included Ricardo Montalban, Merv Griffin, Horace McMahon, Thomas Hayward, Lisa Di Giulio, Kate Cameron, Florence Henderson and Anita Colby.

Business Building for the Drive-ins To Be Theme at New England Meet

Special to THE DAILY

BOSTON, Jan. 25.—Business Building is to be the theme of the fifth annual meeting of the Drive-in Theatre Association of New England, a unit of national Allied, at the Hotel Bradford on Tuesday, Feb. 17.

Luncheon will be served at 1 P.M. Showmanship and exploitation will also have top priority on the program. Julian Rifkin is the chairman, and the committee includes Edward W. Lider, Henry Gaudet and Norman Glassman.

Carl Goldman, executive secretary of Independent Exhibitors, Inc., is the coordinator. All drive-in owners and managers in the New England area are invited to attend, whether or not they are members of IENE and the Drive-in Association.

Opens Today

Expect Good Attendance at Allied Meet

Adams Keynoter; Stress Is on Business-Building

By SHERWIN KANE

PITTSBURGH, Jan. 25.—An attendance of several hundred exhibitors from all parts of the country appeared to be assured as committeemen made last-minute preparations for the opening tomorrow of Allied States' national drive-in theatres convention at the Penn Sheraton Hotel here.

It will, in effect, be Allied's only national convention of 1959, since the annual meeting customarily held in the fall will be eliminated this year, in preparation for a joint conventional and drive-in theatre conclave in the fall of 1960.

Horace Adams, Allied president, will deliver the convention's keynote address at the opening session tomor-

(*Continued on page 3*)

20th-Fox Ad-Promotion Budget Increased 33%

From THE DAILY Bureau

HOLLYWOOD, Jan. 25. – An increase of 33-1/3 per cent in the 1959 budget for advertising and promotion at 20th Century-Fox was decided at last week's final meeting between New York officers of the corporation and studio officials, at which time a record $66 million budget for production and release for the year was announced.

The advertising and promotion will approximate 10 per cent of the corporation's total production and release expenditure.

Wm. Miller Roxy V.-P.; Three Others Promoted

William L. Miller, 25-year veteran with the Roxy Theatre here, has been named vice-president in charge of theatre operations, it was disclosed on Friday by Robert C. Rothafel, managing director of the house, and Leon Brandt, executive vice-president, who

(*Continued on page 2*)

PERSONAL MENTION

ROBERT SHAPIRO, managing director of the Paramount Theatre, Times Square, left here for the Coast on Friday for a 10-day visit.

•

JAMES H. NICHOLSON, president of American International Pictures, will leave Hollywood tomorrow for Pittsburgh, where on Wednesday he will address the delegates to the Allied convention.

•

BERNARD M. KAMBER, head of advertising-publicity for Hecht-Hill-Lancaster, will leave New York today for London.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY**, his assistant, are in Boston from New York.

•

MRS. WALT FRAMER, wife of the TV producer, gave birth to a girl on Friday, their seventh child.

•

DANNY KAYE returned to New York on Friday from Europe and Israel.

•

TED ROGERS, head of production for Independent Television Corp., has arrived in Hollywood from New York to set up ITC headquarters on the Coast.

•

DAVID E. ROSE, producer, left New York over the weekend for Holland.

•

BEN COLEMAN, manager-buyer-booker of the Carman Drive-in Theatre, Guilderland, N. Y., has left there for a vacation in Florida.

•

JOSEPH FRIEDMAN, Paramount national exploitation manager, last night left New York for Detroit and Chicago.

•

MILTON GOLDSTEIN, international sales coordinator for "The Ten Commandments," will leave here for London tomorrow.

CineMiracle for State

Loew's State Theatre here, currently undergoing an extensive remodeling program, is to be equipped for CineMiracle as well as Todd-AO, as previously reported. The theatre will thus be prepared to show films in these special processes as well as Camera 65, CinemaScope, VistaVision and regular wide-screen. The State will reopen in March.

NSS Aids B-B

(*Continued from page 1*)

in Pittsburgh tomorrow by Ben Ashe, assistant general sales manager, of National Screen Service's new plans. Robbins emphasized that National Screen is arming its salesmen for this campaign with an entire new array of promotional tools tailored to the needs of both indoor and drive-in theatres.

Typical of the new material available from National Screen is a wide selection of full-color promotional trailers for drive-ins. These include, in part: a fully animated "Welcome Back" trailer for Spring drive-in openings.

Four in Color

Four new color intermission trailers designed to lure patrons out of their cars and into concession stands.

"Add-A-Clip" refreshment trailers that enable exhibitors to show giant full-color blowups of their particular refreshment and food specialties—anything from soft drinks to hot Bar-B-Q sandwiches—on the drive-in screen during intermissions.

Robbins also made known plans for the large-scale use of a new promotional approach which has been used very effectively throughout the Commonwealth Circuit in Kansas City. It features a special trailer-header entitled "Season's Prevue." In Eastman Color, this trailer utilizes full orchestra fan-fare music combined with lively animated effects. It is designed for use in combination with a list of trailerettes plugging coming attractions far ahead.

One for 'Friday the 13th'

In addition, National Screen will provide many new special-promotion trailers for 1959, in both color and black and white. Among these are a special "spook" trailer, for plugging "Friday the thirteenth," or other special horror shows, and a live "Easter Greetings" trailer.

Robbins said that expanded facilities for producing "Merchants' Advertising Intermission Clock" trailers will also be reported by Ashe to the convention. Approximately 225 backgrounds are available for the production of motion picture screen advertising for local merchants.

Robbins also announced major plans for the expansion of the National Screen Service Custom Trailer Division, in response to a steadily increasing volume of orders for special trailers. "We realize that in these changing times, exhibitors are particularly anxious to entrench their theatres in community life," he said.

Stresses Holiday Promotion

He pointed out that an exhibitor is taking a big step in the right direction when he employs the various seasonal, holiday and special promotion trailers now available to him. "However," he added, "this is only scratching the surface."

Many local promotions, contests, celebrations, etc., sponsored by civic groups, can be promoted in cooperation with local theatres, he asserted, and advertised on theatre screens with the aid of custom-made trailers. He pointed out that the local organizations generally are most willing to underwrite the low cost of a special custom trailer in exchange for reaching the theatre audience.

Guild Lists 6 Directors As Nominees for Award

From THE DAILY Bureau

HOLLYWOOD, Jan. 25.—Six motion pictures were selected for directorial achievement for the fourth quarter of 1958, according to an announcement by George Sidney, president of the Screen Directors Guild, are "Cat on a Hot Tin Roof" (Avon-M-G-M), directed by Richard Brooks; "The Defiant Ones" (Stanley Kramer-UA), directed by Kramer; "Gigi" (Arthur Freed-M-G-M), directed by Vincente Minnelli; "The Inn of the Sixth Happiness" (20th-Fox), directed by Mark Robson; "I Want to Live" (Figaro-UA), directed by Robert Wise; "The Big Country" (Anthony-Worldwide-UA), directed by William Wyler.

Fourteen feature films have been nominated in 1958 for the director's guild annual Directorial Achievement Award. Announcement of award winner will take place at the Guild's awards dinner, Feb. 7.

'Rally' Reported Big In First Engagements

20th Century-Fox's "Rally Round the Flag, Boys!" is doing top business in its first engagements with figures reported by theatre managements to be ahead of such other top Fox releases as "The Man in the Grey Flannel Suit" and "Heaven Knows, Mr. Allison."

Typical "Rally" grosses are as follows: Florida Theatre, Jacksonville, $9,272 in the first week; three theatres in Miami, the Carib, Miami, and Miracle, a combined gross of $41,906 for the first week; Harris Theatre, Pittsburgh, $1,776 opening day; and Malco, Memphis, $1,003 opening day.

To Announce Promotion

Plans for a joint motion picture-television promotion will be announced by "The Price Is Right" TV show, Columbia Pictures and the Goodson and Todman organization in a trade press conference at the Columbia home office tomorrow. The Columbia film involved is "Gidget." Participating in the conference will be Bill Todman, Bob Stewart, producer of "The Price Is Right," and Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia.

Miller V.-

(*Continued from page 1*)

at the same time announced other staff promotions.

Florence Simendinger, whc served as administrative assista the Roxy staff for the past 25 has been appointed assistant sec in addition to her adminis duties; Alson Lee has been treasurer, and Alex Rotko, wl served on the Roxy accounting s 17 years, assistant treasurer of Enterprises Corp., operators Roxy Theatre.

Outline Parish Prog

(*Continued from page 1*)

the theatre, tell the owner ca and definitely in a real spirit of consideration what you think picture," he stated. "If the th owned by a chain, write to th of the chain."

Parishioners should consult weekly moral ratings issued Legion, Msgr. Devlin counsell singled out foreign films as th offenders against moral standa

'Not Anxious to Offend'

If the picture was made in wood, he said, write to the pr because "producers will take ance of a letter that is well and constructive. They are n ious to offend," he explaine cause they are unwilling to lo dollar at the box office."

Rites Held for Les

HOLLYWOOD, Jan. 25. — services were held today for Leshin, 65, veteran productior tive of the CBS Television N who died Friday. Leshin form a career of 20 years at the Pa studios.

Award to Kaye

FRANKFURT, Jan. 25.—T man Film Critics have voted Kaye the winner of their bes award for 1958 for his perforn William Goetz' "Me and the C released by Columbia.

'Blizkrieg' to Bow

Columbia's "The Last Bl will have its New York pre the Mayfair Theatre on Frid

FILMAC
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
Are You
WHEN
YOU NEED
SPECIAL
TRAILERS
1327
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Chicago 5.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herma Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cl ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Corresponder principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tir as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

any Theatres Place for Projectionists

Special to THE DAILY

3ANY, N. Y., Jan. 25. – The , Fabian local first-run, adver- in Albany and Schenectady , while the Strand, Stanley War- p theatre here, did the same in y and Troy dailies, for 35 mm. tionists, to be paid "top salary." one-inch box advertisements, ran four days, were almost al in content.

official comment was forth- g, but it is believed these ad- ments have a connection with rrent struggle between the two s and Projectionists Local 324, , over a new contract. The old xpired August 31. The news- advertising marked the first of d here, by leading circuits.

eek One-Man-in-the-Booth

reported that Fabian and Stan- arner seek an agreement for an-in-the-booth. They won this ring after lengthy negotiations he operators in Troy six miles lbany in a dispute that almost d into a strike.

Albany local reportedly has ned to strike, if new contracts t signed by a specified date— be about a week away. In ase, there would be picketing. ion is adamant against the one- -the-booth setup, for this city.

npulsion' Campaign Be Set This Week

s for the release, advertising omotion of 20th Century-Fox's ulsion" will be made early this ollowing arrival here of Rich- nuck, producer of the film, from ast.

le in New York Zanuck will lm company executives a rough- rsion of the picture and will losely with top Fox executives izing the program for pre-sell-

cipating in conferences with will be Fox president Spyros uras, International Corporation nt Murray Silverstone, vice- nt Charles Einfeld, general anager Alex Harrison and east- vision sales manager Martin witz, and central-Canadian Di- sales manager C. Glenn Norris.

Clark to Aid Gidget' Promotion

Clark, TV star popular with nger set, has given his personal ment to Columbia's "Gidget." dorsement, the first he has ever a motion picture, will be the e of a large advertising and ion campaign to be accorded emaScope-color feature.

, who is recognized as the sin- st potent merchandising force cing the 12-26 age group, will ured in theatre and television for "Gidget," as well as on commercials and in newspaper gazine ads and theatre displays.

Big Attendance at Allied Seen

(*Continued from page 1*)

row, following a welcoming address by Pittsburgh's new mayor, Thomas Gallagher. A report on "prospects for the 1959 drive-in season" will be given by Albert E. Sindlinger.

Hugh McLachlan, of the Y&W Management Corp., will preside at a drive-in equipment forum, after which delegates will see "South Pacific" at the Nixon Theatre, and attend an open house at the Variety Club.

Clinics on Tuesday

S. J. Goldberg will be in charge of film clinics Tuesday, which will be divided into two segments, one for cities over 25,000 and one for cities under 25,000. Rube Shor, Julius Gordon and George Stern will head the first forum, and Ben Marcus, Trueman Rembusch, Earl Beckwith and Jay Wooten will participate in the latter.

A business-building forum will follow, with a $100 prize for the best idea submitted from the floor. Marshall Fine will co-ordinate this forum, assisted by Milton London, George Tice and Ben Marcus.

Ferguson, Ashe to Speak

This forum will include talks by Robert S. Ferguson, national publicity director of Columbia Pictures, and Ben Ashe, assistant general sales manager of National Screen Service.

Julian Rifkin will head a concessions forum for self-operated and concessionaire operated houses.

A Wednesday luncheon will be sponsored by James H. Nicholson, president of American-International Pictures. A visit to the Warner Theatre to see "Cinerama—South Seas Adventure" is on the afternoon program. Abram Myers will head a general business session on Allied policies and programs, including a report of the resolutions, committee of the association and action on it.

Banquet to Close Conclave

The three-day convention closes Wednesday night with a banquet featuring an address by producer Otto Preminger and one by Rube Jackter, vice-president and general sales manager of Columbia Pictures. Preminger will substitute for Sam Spiegel, who was to have been on the program but will be unable to come to Pittsburgh from Hollywood.

An equipment show and concessions exhibit for drive-in theatres is being held in conjunction with the convention, and special entertainment has been planned for wives of delegates.

Board Session Held

Allied's board of directors convened here yesterday for a two-day board meeting and was still in session at press time.

Jane Wyman to Speak At Coast Breakfast

From THE DAILY Bureau

HOLLYWOOD, Jan. 25. – Jane Wyman will be the keynote speaker at the eighth annual Communion Breakfast of Catholics in motion picture industry to be held at the Hollywood Palladium next Sunday, M. J. E. McCarthy of Allied Artists, general chairman of the yearly event, announced.

Mike Connolly, local and Chicago Sun-Times Syndicate columnist, will serve as master-of-ceremonies. Lawrence Welk and several members of his Champagne Music Band, including the Lennon Sisters and Irish tenor, Joe Feeney, will entertain at the Breakfast.

Muzzy Marcellino's Band will supply the background music with singer Marilyn Landers Bicas rendering vocal selections.

The Breakfast will be preceded by the celebration of Holy Mass by His Eminence James Francis Cardinal McIntyre at 9 A.M. at the Blessed Sacrament Church on Sunset Blvd.

Jacobson to Columbia

HOLLYWOOD, Jan. 25.—Arthur Jacobson, formerly production assistant to William Perlberg and George Seaton and more recently active in the television field, has joined Columbia Pictures to handle the renting of stage space and studio facilities to independents.

Ask Theatre Inclusion In Detroit Stamp Plan

Special to THE DAILY

DETROIT, Jan. 25.—A group calling itself the Washington Boulevard Committee is approaching downtown theatres on a project said to be working well in 27 other communities. The plan is to sell participating merchants and theatres sheets of 30 cent stamps to be given away with goods or service, depending on amount purchased, and which are good at face value at parking lots.

In view of proportion of the price of the stamps to movie tickets as against furniture, clothing, etc., downtown exhibitors are not too enthusiastic about the scheme. A counter-proposal is being made that the stamps have a dual use—i.e.—they be made good at face value at box offices. Theatremen could then redeem them for cash, as will the parking lots.

Phila. K of C Sets Symposiums on Films

Special to THE DAILY

PHILADELPHIA, Jan. 25. – Public symposiums on "Indecency in Motion Pictures" are being arranged under Knights of Columbus auspices in several Roman Catholic parishes here. This follows a statement issued this week by the state K. of C., through its legislative committee, that criticized "lurid" and "shock" advertising for films and called upon the State Legislature for legal curbs on movies.

PEOPLE

Stanley Kramer, producer-director of "The Defiant Ones," has been placed on the "1958 Honor Role of Democracy" by the "Chicago Defender," prominent Negro newspaper which gives the citation to individuals and institutions contributing to "the forward march of American progress."

□

Wendell R. Smith, formerly vice-president of Alderson Associates, Inc., management consultants of Philadelphia, has been named director of marketing research and development for Radio Corp. of America.

□

Albert Goldman, chief projectionist at the Beacon Hill Theatre, Boston, and **Cyril McGerigle,** office manager for Distributors Corp. of America in that city, have received special citations for their five years of service in the Ground Observers Corps of the U. S. Air Forces.

□

Rudolph Friml, Jr., musical supervisor and visual orchestra manager for Warner Brothers in Hollywood, has been elected to membership in the American Society of Composers, Authors and Publishers.

□

Mitchell Wolfson, co-owner of Wometco Theatres, Miami, and **Mrs. Wolfson** were among those entertaining at a "Golden Note Table" at the annual Symphony Ball held at the Fontainbleau Hotel, Miami Beach. Mrs. **Wolfson** has served as president of the club for the past six years.

□

David E. Brodsky, theatre architect in Philadelphia, has been re-elected for the ninth consecutive year as president of the Downtown Hebrew Orphans Home of that city.

□

J. Myer Schine, head of Schine Enterprises, with his son and daughter-in-law, **David** and **Hellevi,** entertained at a party at the Roney Plaza Hotel, Miami Beach, for Sophie Tucker in celebration of her 71st birthday anniversary.

New Theatre Name

LAMONI, Ia., Jan. 25. – The Coliseum Theatre here has changed its name to the Collegian Theatre in line with a suggestion by the Chamber of Commerce that local businesses capitalize on the collegiate theme in their names. Graceland College is located in Lamoni.

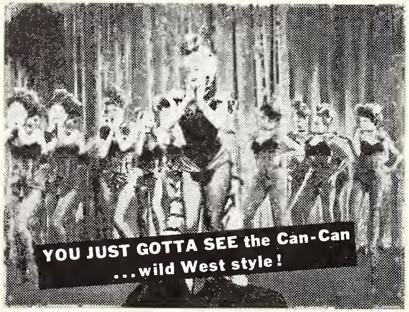
Bookers Plan Party

The Motion Picture Bookers Club of New York will hold its annual theatre party on Monday night, March 23. The play selected this year is Tennessee Williams' "Sweet Bird of Youth" at the Martin Beck. Chairman for the affair is Max Fried.

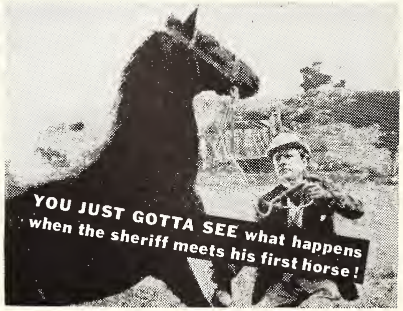
THIS YOU GOTTA SEE!

The Funniest Picture to Hit Your Town in Ten Years!

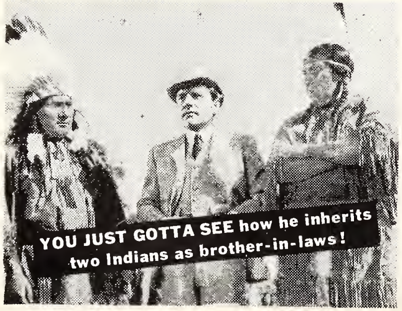
YOU JUST GOTTA SEE the picture that kids the "draws" off the quick draws!



YOU JUST GOTTA SEE the Can-Can ...wild West style!

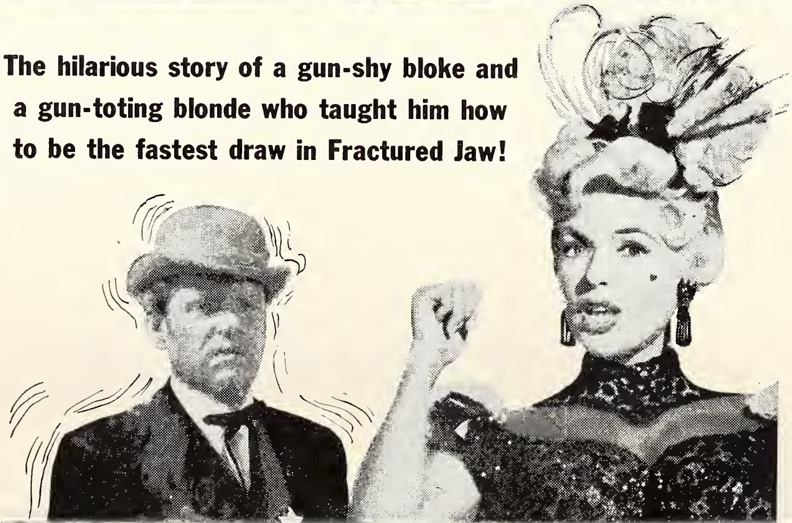


YOU JUST GOTTA SEE what happens when the sheriff meets his first horse!



YOU JUST GOTTA SEE how he inherits two Indians as brother-in-laws!

The hilarious story of a gun-shy bloke and a gun-toting blonde who taught him how to be the fastest draw in Fractured Jaw!



DANIEL M. ANGEL
presents

KENNETH
MORE

MORE

in

THE SHERIFF OF FRACTURED JAW

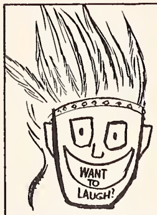
CINEMASCOPE
COLOR by DE LUXE

with
HENRY HULL · BRUCE CABOT · RONALD SQUIRE

Produced by
DANIEL M. ANGEL

Directed by
RAOUL WALSH

Screenplay by
ARTHUR DALES


WANT TO LAUGH!

It's one hour and 43 minutes of the most wonderful fun you ever had!

YOU JUST GOTTA SEE the world's best poker-playing dog – the one on the left!

YOU JUST GOTTA SEE Kate's bait! He didn't know she was loaded!

This is one of the big ads in the ticket-selling campaign!

Blow it up for advance lobby display!

20th is with it in 1959! Get with 20th!

L. A., Charlotte, S. L. C. First in Krim Drive

United Artists' Los Angeles, Charlotte and Salt Lake City exchanges have placed first in the fourth lap of the company's "Salute to Arthur Krim" sales drive, it was announced by co-captains Robert S. Benjamin, chairman of the board, and William J. Heineman, vice-president in charge of distribution.

The 37-week drive has been divided into five laps; of ten weeks, of five weeks, of eight weeks, of nine weeks and a final five-week period. Winners will be selected on the basis of the greatest number of bookings and total revenues reported for their branches, districts and divisions and individual areas of operation.

Change 'Salem' Title

Following completion of its American premiere at the Little Carnegie here, the title of "Witches of Salem" has been changed, for the national release, to "The Crucible." The film is a French adaptation by Jean-Paul Sartre of Arthur Miller's play. It is a Kingsley International release.

Sign Noel Coward

LONDON, Jan. 25.–Noel Coward has been signed by producer-director Carol Reed to star along with Alec Guinness in the screen version of Graham Greene's novel, "Our Man in Havana."

See Opposition to N.Y. TV Bill

(*Continued from page* 1)

in New York State. The measure, first of its kind introduced here, was briefly mentioned by Charles A. Brind, Jr., counsel to the Regents, at a week-end meeting of the board. It is not an education department idea, although the TV-licensing operation would be conducted within that department and under regents' supervision.

Nathaniel L. Goldstein, former Attorney General, gave an opinion to Brind, in January, 1951, that "there is no constitutional barrier to a statutory requirement that commercial presentation of television may not be made at a place of amusement within the state, unless the program is licensed in a manner similar to motion picture licensing."

Sees Legislature Necessary

Sections of the education law regulating motion pictures "do not apply to television; what additional regulation is deemed necessary must be provided by the legislature," Goldstein wrote.

He added: "Origination and transmission of television programs employs facilities closely related to radio, and thus is within a field where federal regulation is, for all practical purposes, supreme and exclusive."

The education department now has a television department, but it is concerned with educational television, plus audio and visual aids. The division operates on an appropriation of $600,000. From this, presumably, the money would have to come for the censorship setup provided in the Manley bill.

Authorizing the Regents to appoint a director (upon recommendation of the Education Commissioner), plus such other officers and employees as may be necessary, the measure also provides for the establishing and maintaining of local offices and bureaus "for the examination of play rehearsals, television scripts and films."

The director would cause to be "promptly examined the script, rehearsal, or film of every proposed television program submitted as required by law."

Film-Law Verbiage Used

Unless such program or part thereof is "obscene, indecent, immoral, inhuman, sacrilegious or is of such characted its exhibition would tend to corrupt morals or incite to crime" (phraseology used in the film licensing statute), a permit shall be issued.

If denied, the applicant shall receive a written report outlining the reason for "refusal."

It would be unlawful to "exhibit or produce any television program over any television station in New York State, other than current events, and news or sports, unless there be force and effect at the time a license or permit.

Licensing fee would be $ each program of 30 minutes o

Review by the regents, edu commissioner, deputy commi or an assistant commissioner, o sion decisions is permitted. App could also bring an action und civil practice act, for court rev

Aldrich to Co-Produ Film in Yugoslavia

Special to THE DAILY

ROME, Jan. 25. – An equ production deal between an Am and a Yugoslavian production pany has been signed betwee Associates & Aldrich Compan Avala Film of Belgrade, for th duction of Nicolai V. Gogol's Bulba, The Cossack." Anthony will star in the title role.

The $3,000,000 venture was ized by Kaufman-Lerner Associ Rome and was signed by Rober rich on behalf of his compan Jovan Petrovic of Avala.

61 Play 'South' Ab

A total of 61 theatres outside United States and Canada booked Rodgers and Hamme "South Pacific" in Todd-AO, reported at the weekend by Leonard, foreign sales manag Magna, distributors of "South P

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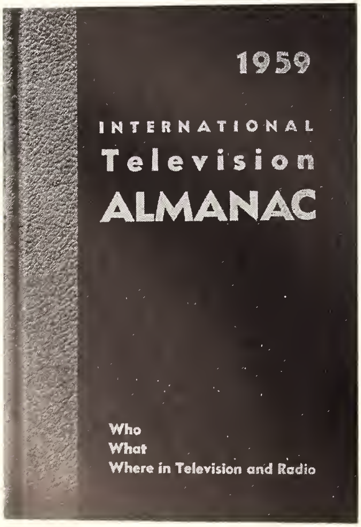
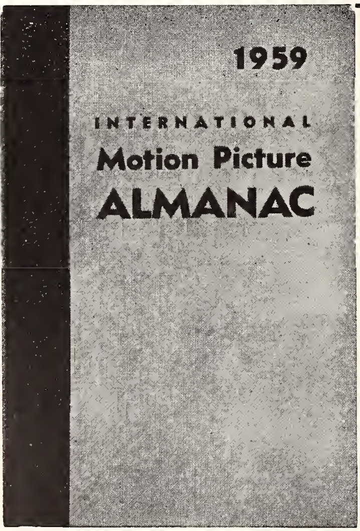
AT YOUR FINGERTIPS . . .

the whole business world of the screen!





FACTS of the Motio Picture and Television in dustries—of their structur and performance, of com panies, organizations, prod ucts and services—and o people, for each volum contains a who's - who o these related industries The 1959 Editions are nov being mailed. Order toda —use handy coupon below

Price $5 each

$8.50 for bot

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.

Send a copy of the 1959 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACS ($8.50)
☐ Payment herewith

Date__________
NAME__________
ADDRESS__________
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W:

narine Seahawk

—Int'l.

Hartford, Jan. 25
James H. Nicholson-Samuel Z. production, listing Alex Gordon lucer; Lou Rusoff, as executive er; and Spencer G. Bennett as r, working from a story and lay by the aforementioned Ru- d Owen Harris, tells an ab- enough treatment of sub- warfare harking back to the global conflict. The AIP use ively unknown names and coun- es goes a long way, in this in- to imply logic and believability, larly in combat sequences. Be- unknown performers are in the ints, the audience isn't neces- anticipating a course of events, o, villain, et al.

Bentley, a Naval Academy l instructor, is given command highly-specialized mission with omarine Seahawk. The crew, in- g executive officer Paul Max- who had been in line for the nd prior to Bentley's assign- and Brett Halsey, is apprehen- t best, over Bentley's appoint- and by the time the underwater moves into enemy waters, tension ar are assuming greater hold on nel.

r spotting Japanese aircraft s, Bentley gives orders to mere- d by, a turn of events that meets onsternation by the now alert It's soon learned, however, that y has to await oncoming U.S. for eventual participation in a c maneuver. The submarine is nental in destroying an aircraft itself and then heads anew for Harbor, the crew and Bentley ely appreciative of each other gnizant of the submarine's battle ness.

lucer Gordon has enhanced the l battle footage with adroit use rld War II library shots.

ng time, 83 minutes. General cation. Release, in January.

A. M. W.

Sales Meet

(Continued from page 1)

ns at the meeting, arrives here. he Coast today.

nding from the home office be- Martin will be F. J. A. McCarthy, nt general sales manager; James lan, circuit sales manager; G. ilafronte, manager of branch ions and maintenance and Irving r, print department manager.

ional sales managers participat- ill be Joseph B. Rosen who uarters in New York; P. F. , who headquarters in Cleve- R. N. Wilkinson, who headquar- Dallas and Barney Rose who uarters in San Francisco.

ertising, publicity and promotion- cutives participating besides Lip- ll be Charles Simonelli, Eastern ising and publicity department er; Philip Gerard, Eastern pub- manager; Jeff Livingston, East- lvertising manager and Herman Eastern exploitation manager.

National Pre-Selling

"IMITATION of Life" begins its pre-selling campaign in an article on Hollywood's Central Casting Bureau which appears in the Jan. 24 issue of "The Saturday Evening Post." A full color production still of this new U.I. film is the lead off photo appearing with the article by Lee Edson.

It is interesting to read how this no-fee talent agency operates. Some former silent-screen stars have been doing extra work since 1933, such as Snub Pollard, a star of the Hal Roach comedies, and an original Keystone Cop, and Franklyn Farum, brother of Dustin and William Farnum. In another photo in this Hollywood story Rod Steiger plays Al Capone in a barroom scene in which the extras had to drink real beer although the scene was shot at breakfast time.

•

"Ben Hur Rides a Chariot Again," is a fitting headline for "Life's" essay on this new MGM production. The pictorial story appears in the Jan. 19 issue. The film is being made in Italy at a cost of 14 million dollars.

The essay opens on a two page spread photo in which Ben Hur and the Roman soldier Messala are racing their four horse chariots. They are shown driving their chariots, with the horse's hooves skidding on turns, their wheels making the sands sing. These careening charioteers are after the richest crown of laurel leaves in movie history.

•

Pat Boone, star of 20th-Fox's "Mardi Gras," will be spotlighted in a series of ads appearing in national magazines advertising Helbros Watches. The first ad will appear in "Life" on April 20.

•

Dolores Hart, featured in Dore Shary's "Lonelyhearts," is profiled in "Seventeen's" February "The Hollywood Scene" column.

The article traces her career from minor roles in two Elvis Presley films to her recent work in "Lonelyhearts" with Montgomery Clift and in the Broadway comedy with Cyril Ritchard.

•

The March 15 issue of "Pictorial Review" will have a full color front cover with caricatures of Marilyn Monroe, Tony Curtis, Jack Lemon and George Raft, stars of "Some Like It Hot," done in the Kapralik manner.

•

"Rally 'Round the Flag, Boys" is every bit as funny on the screen as it was in Max Shulman's uproarious novel, reports Ruth Harbert in the January issue of "Good Housekeeping." Ruth says "for adults who enjoy bright, spicy dialogue and situations in the spirit of fun, it's hilarious." Joanne Woodward and Paul Newman play their first screen husband and wife roles.

Walter Haas

BULLETIN!
INVITATION!

MONDAY
FEB. 2ND
WARNERS'
SPECIAL
THEATRE
SCREENINGS
FOR THE TRADE!

JOHN WAYNE
DEAN MARTIN
His first picture—a big event for millions!
RICKY NELSON
IN HOWARD HAWKS'
"RIO BRAVO"
TECHNICOLOR®
CO STARRING
ANGIE DICKINSON
WALTER BRENNAN
WARD BOND
JOHN RUSSELL
WITH
PEDRO GONZALEZ-GONZALEZ · ESTELITA RODRIGUEZ
Screenplay by JULES FURTHMAN and LEIGH BRACKETT
MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN · AN ARMADA PRODUCTION · Directed and Produced by HOWARD HAWKS

ALBANY—Madison 2:00 PM
ATLANTA—Rhodes 10:30 AM
BOSTON—Capitol 2:00 PM
BUFFALO—Kenmore, Colvin 2:00 PM
CHARLOTTE—Dilworth 10:00 AM
CHICAGO—Century 10:15 AM
CINCINNATI—Esquire 2:00 PM
CLEVELAND—Colony 2:00 PM
DALLAS—Palace 9:30 AM
DENVER—Ogden 1:30 PM
DES MOINES—Uptown 2:00 PM
DETROIT—Madison 10:00 AM
INDIANAPOLIS—Arlington 1:00 PM
JACKSONVILLE—St. Johns 9:00 AM
KANSAS CITY—Brookside 1:30 PM
LOS ANGELES—Fox Boulevard 1:30 PM
MEMPHIS—Warner 10:00 AM
MILWAUKEE—Alhambra 2:30 PM
MINNEAPOLIS—Uptown 2:00 PM
NEW HAVEN—Roger Sherman 10:00 AM
NEW ORLEANS—Pitt 8:15 PM
NEW YORK—RKO 58th St. 10:30 AM
OKLAHOMA CITY—Midwest 10:00 AM
OMAHA—Center 2:00 PM
PHILADELPHIA—City Line Center 1:30 PM
PITTSBURGH—Manor 11:00 AM
PORTLAND—21st Ave. 2:00 PM
SALT LAKE CITY—Centre 10:00 AM
SAN FRANCISCO—Alhambra 2:00 PM
SEATTLE—Music Box 10:00 AM
ST. LOUIS—St. Louis 10:00 AM
WASHINGTON—Ambassador 10:15 AM

JEALOUS RABBITS!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Rabbits are zealous and jealous of their record for productivity. But when it comes to multiplication, they take a back seat to trailers.

Trailers, the Prize Baby's prolific promoter of patronage, create attendance figures equivalent to 87 times their cost.* No need for a rabbit's foot with trailers!

*The latest Sindlinger report on admissions impact reveals that trailers motivate 87 ticket sales for the price of one.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 17 NEW YORK, U.S.A., TUESDAY, JANUARY 27, 1959 TEN CENTS

onger, Healthier'

isis Passed Universal, ckmil Says

Meeting Also Hears in Describe Product

ersal Pictures is a "stronger, er, and more vital company" han it was a year ago, Milton R. Rackmil, president, told a meeting of the firm's sales and promotion executives at the opening session of a week-long sales conference that began at the home office yesterday.

n Rackmil

The gains were credited by Rackmil to a review and reation of every phase of the y's operations "on a worldwide

(*Continued on page* 2)

More Exhibitors to 'Oscar' Promotion

oitor committee chairmen in Canadian areas and in five al territories in this country nounced yesterday by Charles Carthy, COMPO information . COMPO is cooperating with

(*Continued on page* 2)

ppeal Filed in , NLRB Case

rom THE DAILY Bureau

HINGTON, Jan. 26. – The for filing an appeal has passed appeal has been filed in the Mont., theatre case before the

(*Continued on page* 6)

Rename All Allied Heads

Special to THE DAILY

PITTSBURGH, Jan. 26. — All officers of Allied States, headed by Horace Adams, president, and Abram Myers, chairman and general counsel, were re-elected today at the last of three-days of meetings of the board of directors. Adams, for business and personal reasons, was reluctant to accept another term and had, in fact, rejected early

Horace Adams

(*Continued on page* 6)

Estimate 258 Films For Release in '59

Releasing plans for the eight major companies in Hollywood indicate a total of 258 pictures will be produced in 1959, at an estimated negative cost of $447,000,000, according to the current monthly news letter sent abroad by the Motion Picture

(*Continued on page* 2)

States Position at Annual Meet

Allied Board Gives Endorsement to ACE

But Lists Seven Conditions Designed To Safeguard Allied's Own Policies

By SHERWIN KANE

PITTSBURGH, Jan. 26.—Allied States board of directors meeting here gave its "wholehearted and unanimous approval" to the purposes and objectives of the American Congress of Exhibitors, interposing, however, seven specific qualifying conditions designed to safeguard Allied's own policies and aims.

In stating its position with regard to ACE's organization and program the Allied board pointed out that Allied "always has been willing to join with other industry organizations in matters of common interest," and that it has made repeated attempts to bring about "a round table discussion between the presidents of the film companies and the authorized representatives of the principal exhibitor organizations."

It said that in keeping with this policy, Allied "welcomes the proposal of Spyros Skouras for a roundtable conference such as Allied has consistently advocated." It added that it approves the proposal that such a conference be arranged and conducted under the auspices of ACE "in order to achieve the maximum of exhibitor unity on the matters dis-

(*Continued on page* 4)

Approve Fund To Aid ACE

Special to THE DAILY

PITTSBURGH, Jan. 26. — The national Allied board today approved assignment of the $50,000 fund accumulated from industry short subjects and now held in escrow, to the treasury of the American Congress of Exhibitors.

At the request of the Allied board, Trueman Rembusch and William L. Ainsworth, who have been trustees of the fund along with other industry representatives, agreed to release the

(*Continued on page* 4)

Dingell Blasts Backers of Toll-TV; Introduces Two Bills to Curb It

By J. A. OTTEN

WASHINGTON, Jan. 26.—Rep. Dingell (D., Mich.), a member of the House Commerce Committee, introduced two bills to curb toll television and loosed a lengthy blast at toll TV backers.

Neither of Dingell's bills would, however, go as far as would one introduced earlier by Chairman Harris (D., Ark.). Harris' bill would ban virtually all broadcast or cable toll TV except limited technical tests until Congress sets specific standards.

One of Dingell's bills would prohibit the Federal Communications Commission from authorizing broadcast subscription television, but does nothing about wired toll TV. The other bill states that if the FCC puts into effect its contemplated field tests of toll TV, these could not continue past March 1, 1961, and that

(*Continued on page* 2)

Allied Not Disbanding, Says Keynoter Adams

Special to THE DAILY

PITTSBURGH, Jan. 26. — Approximately 250 delegates to the sixth annual Allied States drive-in convention were told at the opening session at the Penn Sheraton Hotel here today that no serious consideration has been given at any time to disbanding Allied.

Attendance of exhibitors from dis-

(*Continued on page* 6)

e color in every scene Pathé CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR
LABORATORIES, INC.
NEW YORK AND HOLLYWOOD
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

ROBERT S. FERGUSON, Columbia Pictures director of advertising, publicity and exploitation, left New York yesterday for the Allied States convention in Pittsburgh. Rube Jackter, general sales manager, will leave here today for the conclave.

•

Darryl F. Zanuck has returned to New York from Paris.

•

Irving H. Ludwig, president and general sales manager of Buena Vista; James O'Gara, Eastern division manager, and Jesse Chinich, Western division manager, will leave here today for the Coast.

•

Hap Barnes, president of ABC Theatrical Enterprises, Atlanta, has returned there from New Orleans.

•

Frank V. King, field representative for Shea Theatrical Enterprises, returned here over the weekend from Chile and Peru.

•

Howard W. Koch, producer-director, has arrived in New York from Hollywood.

'Mile' Takes $11,970

Opening day box office receipts in 25 theatres and drive-ins in the Los Angeles, Long Beach and San Diego areas for United Artists' "The Last Mile," starring Mickey Rooney, totaled $11,970, the company reported yesterday.

Mrs. Maloney Dies

PITTSBURGH, Jan. 26. – Mrs. John J. Maloney, wife of the veteran M-G-M mid-Central division manager, died here yesterday following a lengthy illness.

16 Dates for 'Tables'

United Artists has set 16 key city regional openings during February and March for its release of Hecht-Hill-Lancaster's "Separate Tables."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
FRANK SINATRA • DEAN MARTIN
SHIRLEY MacLAINE
"SOME CAME RUNNING"
A SOL C. SIEGEL PRODUCTION from M-G-M
and GALA NEW STAGE SPECTACLE

Individual Influence Can Better World, Breakfast Guests Told

Catholics in the motion picture industry, as elsewhere, must be ever alert to improve their own moral life, that of their families, and their communities and thus contribute toward a better nation and a better world, Rev. Robert I. Gannon, S. J., told more than 1,000 industry Catholics Sunday at the ninth annual Communion Breakfast of the New York area.

Father Gannon was the principal speaker at the annual affair in the Grand Ballroom of the Waldorf Astoria which followed 9 o'clock Mass at St. Patrick's Cathedral. Cyril Ritchard, Australian born star of stage, screen and television, told of his experiences with repertoire companies entertaining soldiers during the war, and Horace McMahon, popular character actor, spoke of his early days on the stage. Lisa Di Giulio, Metropolitan and La Scala opera star, sang three numbers.

Seven Others on Dais

Also on the dais were Msgr. John F. Flynn, pastor of the Church of Sts. John and Paul, Larchmont, who represented His Eminence Cardinal Spellman; Mrs. James F. Looram; Ricardo Montalban, star of "Jamaica"; Msgr. Thomas F. Little, executive secretary of the Legion of Decency; Kate Cameron, film critic of the "Daily News"; Merv Griffin, television star; and Rev. Patrick Sullivan, S. J., assistant secretary of the Legion.

Edward E. Sullivan, publicity director for 20th Century-Fox, was master of ceremonies.

Rackmil Says

(*Continued from page* 1)

basis" and to a strong production program now in work. In addition he cited the recent sales and lease-back of the studio facilities, saying this "immeasurably strengthens our financial and competitive position in the industry in that it assures the continuance of a full production program under the most favorable operating conditions.

"We have gone through our crisis, and now we are looking ahead with realistic confidence," the company head declared. "We will live by performance and not by promises. In the past year we have taken drastic steps and made important strides. We will see the results in the year ahead."

Martin Outlines Product

The sales and promotion executives yesterday also heard Henry H. Martin, general sales manager, who described the lineup of new product in detail. An emphasis by Universal on "quality rather than quantity" will enable it to supply theatres extended playing time pictures and also help insure a steady flow of box office attractions, Martin said.

Through extended holdovers, one of the new top Universal films will fill as much playing time as several previous U-I releases, Martin pointed out. He explained that the company's production and releasing planning is flexible and also involves film of all types. These will augment the release of the multi-million dollar films being made either in association with outstanding independent production companies or by Universal itself.

List More for 'Oscar'

(*Continued from page* 1)

the MPAA advertising and publicity directors committee in promoting a larger audience for this year's Academy Awards telecast, to be held Monday night, April 6.

McCarthy revealed that Charles S. Chaplin of Toronto, chairman of the Motion Picture Industry Council of Canada, had advised him that the following had accepted responsibility for enlistment of their fellow exhibitors in the promotion of the telecast in Canada:

British Columbia, L. Johnson of Vancouver; Alberta, Matt Park of Calgary; Saskatchewan, J. M. Heaps of Regina; Manitoba, B. K. Beach of Winnipeg; Ontario, Arch H. Jolley of Toronto; Quebec, Paul Vermet of Montreal; P.E.I., G. A. Walters of Charlottetown.

American exhibitor chairmen and co-chairmen, in addition to those announced last week, were listed by McCarthy as follows:

Brandt and Schwartz Serving

Massachusetts, Edward S. Canter of Boston; New York, Edward F. Meade and Arthur Krolick of Buffalo and Harry Brandt and Sol A. Schwartz of New York City; Oregon, Rex Hopkins of Portland; Rhode Island, Ed Fay of Providence; Wyoming, Ray Davis of Denver and Russ Schulte of Casper.

Century Has Projector, U.S.-Made, 70-35mm.

Development of the first American-made 70mm–35mm projector was announced here yesterday by Century Projector Corp. The announcement stated the equipment is expected to be ready for release of 70mm films now in production.

Distribution of the projector will be through the John P. Filbert Co., Los Angeles.

Five Stars Set for Academy Award Show

From THE DAILY Bureau

HOLLYWOOD, Jan. 26. – stars who appeared on last year' industry-sponsored Academy A presentations show will be fea on the upcoming 31st annual car" program, its producer, Wald, announced.

Repeaters Cyd Charisse, Bob I Tony Martin, Robert Wagner, Natalie Wood have been set fo presentations on April 6. The monies will be simulcast by the radio and television networks, P.M.-12:15 A.M., EST.

Dingell Blas

(*Continued from page* 1)

after that no licenses should b sued unless Congress specificall thorizes the FCC to proceed.

"The public is overwhelmingl posed to pay TV," Dingell ass "If, in addition to the initial c a TV set, the American public pay to hear programs, there mu some compelling reasons. The and most obvious reason is l programming, and the second absence of commercials. But n vocate of pay TV has yet been to give us such guarantees."

Dingell said hearings befor committee last year had conv him that toll TV would merely s off the best programs now on mercial TV, and that the would merely end up payin what it now gets free.

Estimate 258 Films

(*Continued from page* 1)

Association and released here terday.

"Here is significant proof unswerving faith in the futu investment of nearly half a l dollars in new product," the declares.

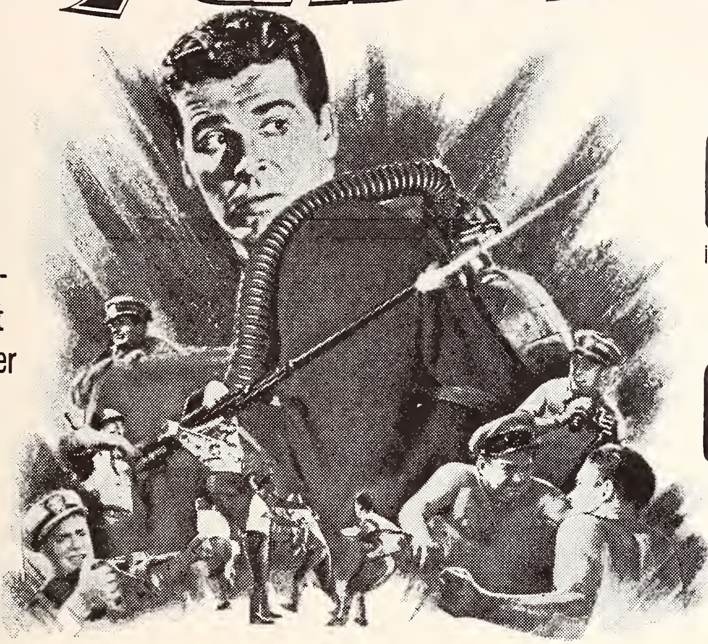
The drop in the number of annually produced by Holly from 435 in 1948 to 287 in 1 explained in the letter as due decrease in the demand for "r westerns."

"Of those 435 films produc 1948, nearly half were routine erns," the letter states. "This of film is not produced for n picture theatres today but no pears on television. More subs fare is necessary to get the into theatres today with the tr dous competition for the p leisure time."

The letter goes to cite fil 1958 "Which had important to say" and predicts this tren continue in films released in

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

"up periscope!"



The man they called the "human torpedo"-- the secret underwater marauder who hit like no man ever hit before!

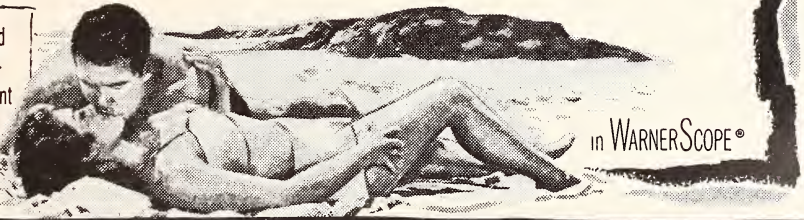
STARRING

JAMES
'Maverick'
GARNER

in an amazing role as
Lt. Ken Braden

EDMOND
O'BRIEN

the skipper who had
him on his nerves,
and on his
conscience



He had to pretend
and so did she –
except in a moment
like this!

in WARNERSCOPE®

WARNERS' 'MAVERICK' MAN! BIGGER THAN EVER NOW AND READY RIGHT NOW IN HIS BIG-SCREEN BIG-EXCITEMENT TECHNICOLOR® SMASH!

The roaring 250-theatre saturation send-off starts Feb. 4 in North and South Carolina and Oklahoma!!

Welcome
Back,
Jack!

WORLD-WIDE TRIBUTE TO JACK L. WARNER DEC.28-APR.4

with
ANDRA MARTIN · ALAN HALE · CARLETON CARPENTER · FRANK GIFFORD · WILLIAM LESLIE · Screenplay by RICHARD LANDAU · Produced by AUBREY SCHENCK · Directed by GORDON DOUGLAS

Allied's Board Gives Endorsement to AC

Feels New Unit 'Could Fulfill Long-felt Need'

(*Continued from page* 1)

cussed and urges that there be no unnecessary delay in holding the meeting."

Specific approval was given to that section of ACE's agenda dealing with producer - distributor - exhibitor relations for presentation at such a roundtable conference.

The Allied board asserted that "that section (of ACE's agenda) is consistent with the substance of Allied's 'white paper', although it does not commit ACE to procedures recommended therein."

The board said it favored, as does ACE, all "lawful means for protecting exhibitors from the disastrous consequencies which will result if additional theatrical films are made available to television" and reserved the right to pass upon the legal and other aspects of any specific measures "that may be advanced in furtherance of this objective before being committed thereto."

Allied's "uncompromising opposition" to subscription television was reaffirmed and the Joint Committee on Toll TV was commended "for its success in staving off this calamity."

The board said it feels, however, that the extension of the toll TV program called for in the ACE agenda requires further study.

ACE's intention of impressing present producers with the desirability of making more pictures was endorsed and cited as "an especially appropriate subject for discussion with the heads of the film companies."

The board reaffirmed its position that the divorced circuits should be permitted to produce pictures with priority for their presently owned theatres, "but only on terms and conditions that will prevent a reoccurrence of the monopolistic conditions which preceded the filing of the government suit."

The board said it was in sympathy also with the ACE proposals for encouraging production of foreign films adapted to the American market and for the subsidizing of independent producers by exhibitors. It cautioned, however, that "thought must be given to the effect of such a program on existing sources of product, all of which must be continued if the business is to thrive."

Allied said it agreed that the Consent Decrees call for official interpretation in "their bearing upon the group selling of pictures."

Would Query Two Courts

It said it felt that such interpretation should be sought not only of the Department of Justice but also of the U.S. District Court, and should the Department be unwilling to petition the court, "any party to the decree may do so."

The board observed that if "as expected, such interpretation clears the way for distributors to license groups of films in non-competitive situations, then the distributors should be urged to comply with the exhibitors' wishes in regard to quantity selling."

It remarked that ACE's proposals for legalizing pooling agreements when made with good intentions, and to permit exhibitors to sit on film companies boards of directors "must be carefully studied."

"Some proposals," it commented, "are aimed at provisions of the degrees that have been adjudicated and hence cannot be accomplished without amending the anti-trust laws." For Allied to join in a movement to weaken the trust laws would involve "a drastic reversal of policy and may discredit its efforts along that line," the board's statement said.

The board said it approved ACE's proposals for research projects beneficial to all branches of the industry, and recommended they be handled by COMPO.

Divergent Views Expected

It said that while different exhibitors may readily agree on general principles, "it is improbable that such harmony will extend to all details of the (ACE) program or to methods of carrying it out. Divergent views also may arise if efforts hereafter are made to rescind, modify or add to the present program. Any such proposals should be tested in the crucibles of the established national and regional associations and resolved with regard to the needs and desires of the members," it said.

It continued: "The board believes that exhibitor unity can best be attained and preserved by cooperation among the established trade associations. The established organizations represent most exhibitors, and include all classes of exhibitors among their members. When they speak in unison, it is the voice of exhibition.

No 'Blanket Invitation'

"The board recognizes that it is sometimes advantageous to enlist the support of non-member exhibitors such as was done with respect to ACE's agenda. But to extend to such exhibition a blanket invitation to par-

Sees Motiv Consistent w 'White Pap

ticipate through ACE in the
ant organizational activities
will flow from free coop
among the associations, wo
unfair to them and consti
threat to their survival."

Committees to Continue

The board agreed that the
committees now in existence
continue to function with res
the matters heretofore assig
them. Allied representative
ACE's executive and other s
committees will be chosen
board at each annual meeti
terms of one year. The rep
tives so chosen shall have po
act in all matters assigned t
committees except that any p
which would alter ACE's st
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which would be "inconsisten
Allied's policies, or which mi
versely affect Allied or its m
shall be reported back to th
before Allied is committed t

Sees It as 'Meeting Plac

The board said that under
plan "ACE could fulfill a l
need for a permanent meetin
for exhibitor organizations f
cussing common problems an
ning cooperative action. ACE
avail itself of the services and
ties of the existing trade asso
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calling and conducting regiona
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insure the economies that
necessary under present con
It would leave the way op
making special provision fro
to time for projects calling for
treatment or talents. It would
that ACE will function as t
cient instrument of the con
organizations."

"We recommend," the boar
"that organic papers for AC
bodying the foregoing princi
promptly adopted."

Approve Fund for Aid of ACE

(*Continued from page* 1)

funds. Rembusch had declined an ACE request to do so earlier, largely because he believed the procedure suggested by ACE was incorrect, it was stated.

It is now believed the release by all other trustees can be obtained. However, other organizations eligible to participte in the funds could, if they claimed their share, reduce the amount available to ACE to about $12,000, it was believed. The fund is restricted to use for exhibitor purposes.

In New York yesterday Max Cohen, treasurer of ACE, said that Allied approval of the assignment cleared the way for transfer of the money, which represented rentals for the series of short subjects on the industry made and distributed five years ago, to ACE.

The fund, just short of $60,000 has been the subject of much discussion in recent months. Last year, the business building committee, discussed ways of releasing the money for use in that campaign but found no practical way of accomplishing it. It is in an escrow account under the jurisdiction of 21 industry figures who constitute a board of trustees set up under a verbal agreement when the subjects were distributed. At that time the money was to be used only for the production of similar institutional subjects.

When ACE was organized last month, the finance committee under Cohen's chairmanship explored ways of using the money. The trustees agreed that if the five major exhibitor organizations, TOA, Allied, ITOA, MMPTA and SCTOA, authorized its use they would release the money. Allied's approval yesterday was the fifth on record.

In addition to Rembusch and Ainsworth the trustees of the fund are John J. Fitzgibbons, Rotus Harvey, Arthur Lockwood, Martin Quigley, Abel Green, A. Montague, Eric Johnston Ben Shlyen, Joseph Vogel, Harry Brandt, R. J. O'Donnell, Myer Schine, Jack Alicoate, Y. Frank Freeman and Leo Brecher.

Allied May Hold Interim Convention

Special to THE DAILY

PITTSBURGH, Jan. 26. — Because of the cancellation of hotel convention dates at the Conrad Hilton in Chicago for January-February 1960, for reasons over which Allied had no control, the organization may hold an interim convention in Milwaukee at that time, to be followed by a joint convention of hard top and drive-in theatre owners in Chicago, with a trade show, in the Fall of 1960.

Allied already has hotel space reserved for the latter dates. Arrangements are in process for the interim convention next fall, when heretofore no national Allied meeting had been planned.

Vogel Congratulated On Recent Successes

Special to THE DAILY

**PITTSBURGH, Jan. 26. —
board of directors meeting he
a congratulatory message to
R. Vogel, president of Loew'
on the elimination of disside
ments from the company's boa
its continuing business recove
der Vogel's management.**

EVERYBODY KNOWS COLUMBIA'S SINBAD WAS THE NATION'S NO. 1 HOLIDAY ATTRACTION! NOW EVERYBODY KNOWS IT WAS NOT JUST A 9-DAY WONDER! IN ALL POST-HOLIDAY OPENINGS...BUSINESS IS 2½ TIMES AS BIG AS "THE SOLID GOLD CADILLAC"!

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'Wholehearted' Approval Of Compo by Allied Board

Special to THE DAILY

PITTSBURGH, Jan. 26. – The Allied board voted "wholehearted" approval of COMPO and its new program at the meeting here the past weekend, Horace Adams, president, reported.

"The board feels it is a most valuable program for the small exhibitor and endorses it strongly," he said.

Plan Plea to Gov't For 'White Paper'

Special to THE DAILY

PITTSBURGH, Jan. 26. – Allied's so-called "White Paper" campaign will go into its final stages within the next month, when association officials will go before some government agency to ask for positive action, according to Horace Adams, Allied president.

Adams declined to identify the government agency to be approached by Allied but said it will involve taking final steps to obtain what Allied calls "enforcement of the industry consent decrees."

'Field Work Completed'

"The field work has been completed," Adams said. "There isn't a legislator in Washington who hasn't been approached and made familiar with Allied's 'White Paper' program. It will now be implemented further. ACE or nothing else will sidetrack it."

Appeals Court Orders Trial of Trust Suit

The U.S. Circuit Court of Appeals yesterday reversed the dismissal of two anti-trust actions by the U.S. District Court and remanded the cases to the lower court for trial. The suits were filed in 1955 by the Colonial Drive-in and the Harmer Drive-in theatres in the Pittsburgh area. Both had sued the major distributors and circuits charging discrimination in runs and clearances.

When one of the attorneys for the theatre, Arnold Malkin, was disqualified because of a previous connection with the law firm of Sargoy & Stein, attorneys for distributors, the plaintiffs failed to engage new counsel in the stipulated time and early in 1958 the District Court dismissed the suits.

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Allied Not Being Disbanded, Says Adar

(*Continued from page* 1)

tant points is excellent, but an expected attendance of several hundred from nearby points failed to materialize when a snow storm made driving conditions extremely hazardous. An improvement in weather tomorrow or Wednesday is expected to show a corresponding improvement in attendance.

Horace Adams, Allied president, sounding a keynote address of optimism for the future and forgetfulness of the immediate past, told the convention that nothing has been more wrongly construed than word that the Allied directors would consider disbanding the organization in consequence of the many pressing exhibition problems being taken over by the American Congress of Exhibitors in an effort to find solutions.

Cites Earlier Discussions

Adams attributed the origin of the subject to questions by members during the early days of ACE as to whether existing exhibitor organizations would be needed in the future.

"Allied today is stronger than ever," Adams said. "It is forward-looking and planning for a more prosperous industry future. Absolutely no consideration whatever has been given to any proposal to disband."

It was learned that while the subject had been placed on the Allied board's agenda here, when reached it was regarded as being too unrealistic to warrant the board's attention.

In his keynote address Adams also made it clear that ACE has brought Allied no nearer to thoughts of merging with other exhibitor organizations into a single exhibitor unit.

Compared to Political Parties

"It was never contemplated that ACE would bring about any such merger," Adams said. "More than one exhibitor organization is as vital and essential as having more than one political party in the U.S."

He conceded that there had been "controversy" in Allied in connection with ACE but said it was limited to procedure, not to any question of joining it or of the desirability of its objectives. "Now that the board has approved it," he said, "all controversy has vanished. We are enthusiastically for ACE we have spelled out certain qualifying conditions designed to protect Allied's own independence and policies."

Adams saluted the drive-in owners as the "new members of the industry" and urged all to maintain their theatres as "fit and inviting places of entertainment for the public."

Opened by Harry Hendel

Harry Hendel, convention chairman and president of Western Pennsylvania Allied, the host organization, opened the convention after a luncheon, by design, for all delegates in the concessions area of the convention trade show. It was one of several devices being employed here to ensure that the exhibits are visited by as many delegates as possible.

There are 40 exhibits, about two-thirds of which are concessions, as distinguished from equipment, supplies and the like. Ample time for delegates to inspect them is provided by program arrangement.

Rev. N. Michael Vaporis, pastor of Holy Cross Greek Orthodox C here, gave the invocation and Thomas Gallagher gave a w ing address.

Albert Sindlinger of the linger research organization, r paper on "Prospects for the Drive-in Season" and condu question-and-answer session ward. He said that public i in films continues high and t means can be found to keep 1948 films from television, exhibitors getting on the boa film companies, ensuring that are sold at their full value than a fraction of it as, he sa pre-'48 libraries were–exhibito be approaching "a golden era portunity."

Trailers 'Especially Effecti

"Theatre trailers are especia fective sales factors," he sai urged competitive theatres and ins to cross-plug trailers on attractions.

"That's the only way to b the size of the multi-week goer who is now down to 2 lion a week when they were 7 lion in 1955," Sindlinger sai

Hugh McLachlan of Y & W agement Corp., conducted a equipment forum which end first day's session.

Alvin Korngold, local anti-t torney, who has represented ex in this area in trade litigatic been added to the convention p tomorrow. He will address the theatre owners on the subject industry consent decrees in U Paramount.

Miss Taylor Can't Atten

Elizabeth Taylor, selected " the Year" by Allied, has advis vention officials she will be un appear to accept the award at t quet Wednesday night.

Consent Decree 'Catechism' Will Be Issued by Allied

Special to THE DAILY

PITTSBURGH, Jan. 26. – Allied's Emergency Defense Committee, at the request of many organization members unfamiliar with the industry consent decrees, has prepared and will have printed what it describes as a "catechism" of decree questions and answers.

The project has been in work for some time and is designed to be informational only, clarifying for the benefit of uninformed members, what the decree does and does not permit.

No Appeal

(*Continued from page* 1)

National Labor Relations Board, NLRB officials stated.

This means the trial examiner's decision is now final. In the case, applying new NLRB theatre jurisdictional standards for the first time, the examiner ruled that the Board clearly had jurisdiction over a labor dispute involving several Butte theatres. He found the Butte local of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators guilty of refusal to bargain and various other practices violating the labor law, and ordered the local to desist from these practices. IATSE, which had argued the board lacked jurisdiction, had 20 days to appeal, and did not appeal.

Rename Heads

(*Continued from page* 1)

efforts to induce him to continue in office. However, under arrangements voted by the board giving the chief executive greater authority and independence of action, Adams was encouraged to acquiesce.

His official authority will entail power to act independently in many matters which heretofore required either prior board approval or subsequent ratification. This is believed to apply particularly to Adams' actions as Allied's representative on the executive committee of ACE.

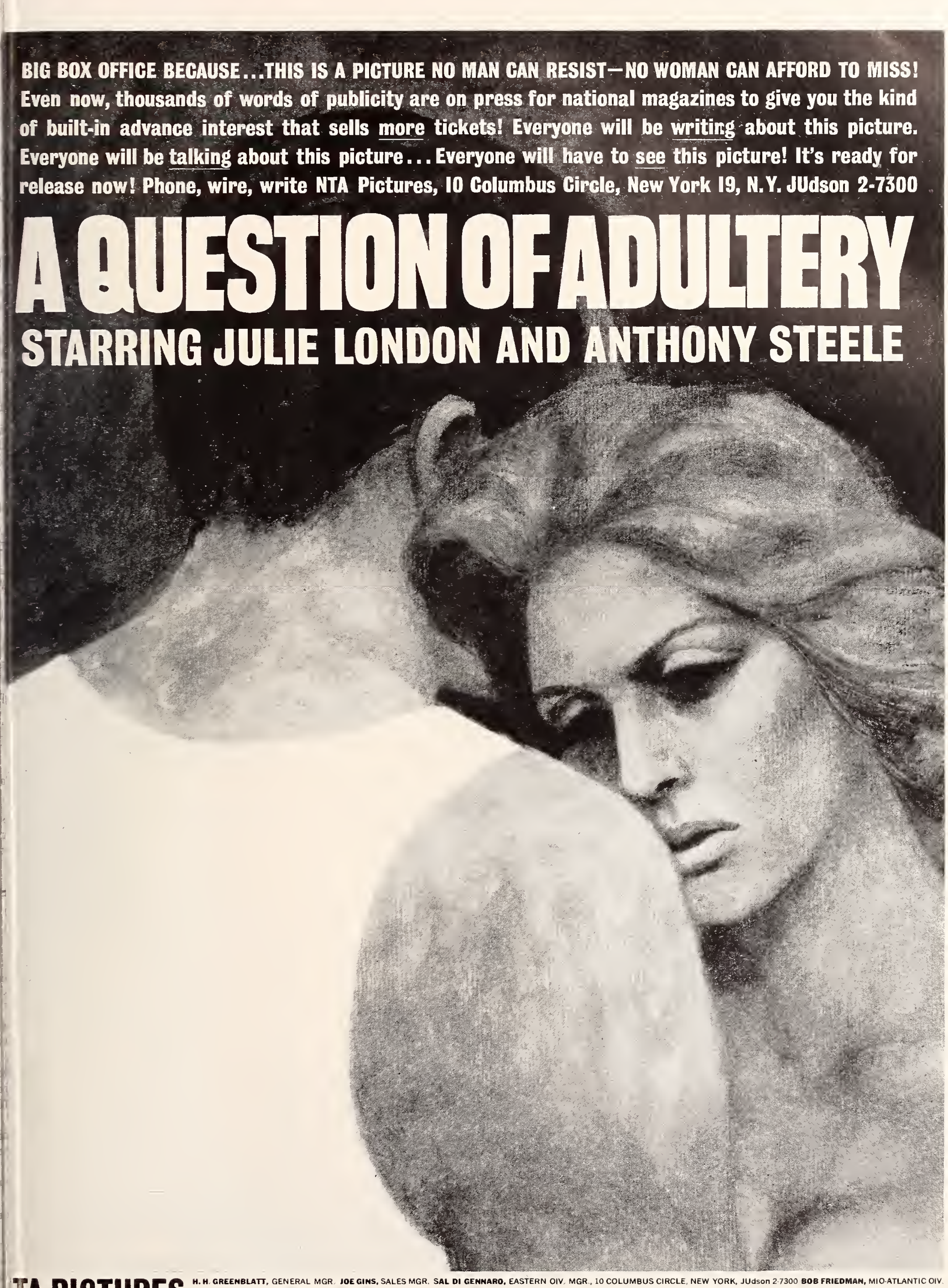
Other national Allied officers are Edward Lider, treasurer; Abe Berenson, secretary, and Carl Goldman, recording secretary, who replaces William Carroll, deceased.

It's 7500 Editions For "The Loewdown"

The "Loewdown," daily ho gan for Loew's Theatres has 7500th edition. "Loewdown" to be the only daily house o the world and as far as can certained, the oldest.

While it has been publishe present format since 1932, it birth was in late 1929, by O Doob, as a twice-monthly tabloid. This style was aband the interest of quicker disse of information, ideas, etc. tually, this is the publicatio anniversary.

The "Loewdown" has thre objectives: 1. To convey, matters of company policy, company news, and reports ing attractions. 2: To serv brain-and-idea-exchange am forces in the field, and 3: credit for jobs well done.



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e Bill Ready

ve to Revive n Censoring t in Ohio

sts 5-Member Unit; enity' Prime Target

Special to THE DAILY

MBUS O., Jan. 27.—A move film censorship in Ohio, with " pictures the principal target, uled to be launched in the nate by Sen. Robert R. Shaw, an, Columbus.

roposal would set up a five Ohio Motion Picture Board e State Department of Com- ll members would be named overnor and serve at his pleas- per diem salary of $50. The hip would include a film in- epresentative, representatives ommerce Department of the n Department and two at- mbers.

said that if a statute is to be stitutional by the courts, it limited to "obscenity." Once

Continued on page 2)

nan Heads NTA Subsidiary

ormation of NTA Interna- nc., an organization which ice the television and mo- picture tries ut the l, was ed here by andau, of the nd Oli- Unger, of Tele- ociates, same vas re- at Harold Goldman, execu- president and a director of

ontinued on page 6)

Harold Goldman

SION TODAY—page 4

DeLaurentiis Agrees Talent High Pay Demands Pose Dire Threat to Industry

By CHARLES S. AARONSON

(Picture on Page 2)

Dino DeLaurentiis, noted Italian producer, is 100 per cent in agreement with Samuel Goldwyn, who last week warned the production community that the excessive salary demands of talent would have very serious consequences. DeLaurentiis, speaking to trade and New York newspaper writers yesterday at luncheon at the 21 Club, added one additional point. He has a theory, he said, that no actor can save a mediocre picture; that it is the picture which makes the actor.

Host at the luncheon, which was largely in behalf of "Tempest," recently completed and the latest historical spectacle of the man who is noted for them, was Paramount, his partner in "Tempest," as in the ear-

(*Continued on page* 2)

New Tie-Up Offers 'Gidget' Bow as Prize

By JAMES D. IVERS

Columbia's forthcoming "Gidget" will benefit from a promotion unique to both motion pictures and television. World premiere of the picture, which stars James Darren, Sandra Dee and Cliff Robertson, currently the darlings of young America, will be held in the home of a grand prize winner on the Goodson Todman "The Price Is Right." Prior to the award of the premiere as a "Showcase" prize, the title

(*Continued on page* 6)

Says Exhibitor Key To Foreign Success

American exhibitors must take steps to book and promote foreign pictures on a wider basis if these films are to become an important source of product supply here, according to Munio Podhorzer, president of Casino Film Exchange, Inc. and representative in the U.S. for the German Export-Union. Podhorzer advances this theory in a letter to

(*Continued on page* 3)

42-Day First-Run Limit In Pitt. Consent Decree

Special to THE DAILY

PITTSBURGH, Jan. 27. – Under the Federal District Court decree signed here last week in the Basil Theatres anti-trust suit against major distributors and Stanley Warner Theatres a maximum of 42 days is permitted a first run holdover engagement in the Pittsburgh area, the Allied States drive-in convention was told today by Nathan Korngold, New York attorney for the plaintiff exhibitors.

If a picture is still playing 42 days after its first run opening, subsequent

(*Continued on page* 6)

REVIEW:

The Hanging Tree

Baroda—Warner Bros.

A VETERAN STAR, Gary Cooper, and a veteran director, Delmer Daves, have joined forces with two imaginative young producers, Martin Jurow and Richard Shepherd, to make a western drama of unusual poignancy and appeal. Against the tumultuous atmosphere of a grubby, wide-open 19th Century gold camp in Montana, "The Hanging Tree" tells a personal story that is as high in sheer physical excitement as it is in emotion. And, because it has been filmed in Technicolor entirely against the magnificent scenery of the Rocky Mountains, it is as visually stimulating as any western that's likely to come along this year.

Cooper is especially good this time out, and it may be because he

(*Continued on page* 6)

At Allied Convention

Exhibitor Told To Spruce Up His Theatre

Builds Grosses: Marcus; Local B-B Drive Outlined

By SHERWIN KANE

PITTSBURGH, Jan. 27.—The emphasis was on methods of bringing more money into the boxoffice and the concessions sections as Allied States national drive-in convention went into its second day at the Penn Sheraton Hotel here today.

Ben Marcus of Milwaukee, who with Milton London and George Tice comprised the convention's business-building panel, with Marshall Fine as coordinator, urged exhibitors who have not yet done so to make their theatres as modern, comfortable and attractive as possible.

"Anything you do in your theatre to bring more people into it is a business-building idea," Marcus reminded the delegates. "It is an absolute necessity that we fix up our theatres. They

(*Continued on page* 5)

Ferguson Hits 'Old' Merchandising Methods

Special to THE DAILY

PITTSBURGH, Jan. 27. – Members of the motion picture industry who continue to use old merchandising methods instead of adopting new ones were roundly scored here today by Robert S. Ferguson, Columbia Pictures' director of advertising, publicity and exploitation. He spoke at the afternoon session of the Allied Drive-In Convention now in progress here.

Robert Ferguson

Ferguson said that old merchandising techniques are out of place "in a national business atmosphere in

(*Continued on page* 6)

PERSONAL MENTION

LEO JAFFE, Columbia Pictures first vice-president and treasurer, will arrive in Hollywood today from New York.

•

Joseph Friedman, Paramount's national exploitation manager, will return to New York today from Chicago.

•

Bernard Kamber, advertising-publicity chief of Hecht-Hill-Lancaster, left here yesterday for London via B.O.A.C.

•

Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, has entered the hospital there for surgery.

•

Francis D. Smith, Cinema-Vue vice-president, will leave here shortly for Atlanta, New Orleans, Dallas and Los Angeles.

•

George E. Landers, division manager in Hartford for E. M. Loew's Theatres, has returned there with **Mrs. Landers** from a vacation along the Atlantic seaboard.

•

William Goetz, producer, will return to New York today from Paris.

•

Harry Feinstein, Stanley Warner zone manager in New Haven, Conn., and **James Totman**, assistant zone-manager, have left there for Albany, N. Y.

•

George Eby, International chief barker of variety clubs, was a guest at the Allied drive-in convention luncheon in Pittsburgh yesterday.

•

Irving Mack, head of Filmack Trailers, Chicago, is a visitor at the Allied drive-in convention in Pittsburgh and will come to New York from there.

Ohio Ruling Kills Parking Garage Plan

Special to THE DAILY

COLUMBUS Jan. 27.—An Ohio Supreme Court decision declaring an underground parking garage law unconstitutional may have repercussions in other cities nd states in cases involving proposals to construct such facilities on public property.

The Ohio court decision killed a planned multi-million-dollar parking garage which was to have been built beneath the State House yard in the center of the downtown Columbus theatre district. The court declared the law unconstitutional "because it lacked uniform application throughout the state."

M. P. DAILY picture

DeLaurentiis acknowledges he's a producer of spectacles, that these days that's the way to make pictures (and as he sees it, to save them), and that he owes his success in great part to Paramount, host to him and newsmen yesterday at luncheon in the 21. With him here, are sales chief George Weltner, who said the Italian is "just now beginning to emerge as one of the great producers of the spectacular picture"; Paul Raibourn, and Jerry Pickman.

DeLaurentiis Sees Pay-Threat

(*Continued from page 1*)

lier "War and Peace" and other films. The producer, speaking largely through an interpreter, paid tribute to the cooperative assistance of Paramount in his productions. He was introduced by George Weltner, Paramount world sales head, while also present were Paramount executives Paul Raibourn, Jerry Pickman and Martin Davis.

With respect to what he described as the "world film crisis," the producer made the point that for bad pictures the motion picture industry is dead, while for good pictures "the business is stronger and more valid than ever." Admitting the incursions of television and other competitive factors, the producer of between 70 and 80 films said the answer to the changes in the public's entertainment tastes lay in offering artistic values on the one hand, and spectacular material on the other. In "Tempest," he said, utilizing the lessons learned with other productions, he tried, he thinks quite successfully, to bring about a "fusion" of the two aspects of production techniques. He said he feels he succeeded because of the reception, critical and otherwise, thus far accorded the picture in Italy and other areas.

Weltner Enthusiastic

Weltner declared Paramount has "high hopes" for "Tempest" and is "pulling out all the stops" in a merchandising and selling campaign on the film.

DeLaurentiis said the search for realism in "Tempest" is what led him to Yugoslavia, where he was able to utilize the services of an enormous number of mounted soldiers, available nowhere else in Europe.

"We of the motion picture industry have no nationality," the Italian producer declared. "We belong to one universal family because the motion picture knows no barriers. The film transcends the language barriers. Product should be international."

Stresses Merchandising

Answering a question as to the implementation of the Goldwyn point of not paying excessive salaries to talent, DeLaurentiis said simply, "Just don't hire the actor who is too high priced." He believes the producer should follow through on his product all the way after production, and gave it as his opinion that proper merchandising of a picture is 50 per cent of the battle. A good picture can be killed if it is not properly launched, he said.

His next picture will be based on the life of Simon Bolivar, the South American liberator, he said, but details are several weeks away. He is going from New York to South America for further discussion on the project, he indicated.

New Name Voted for Will Rogers Committee

The Will Rogers Junior Committee has voted to change its name to the Special Activities Committee of the Will Rogers Memorial Hospital. Announcement of the change was made yesterday by Thomas E. Rodgers and Irwin Freedman, co-chairmen of the newly named committee at a luncheon at the Friars Club.

File Albany Bill t
Modify Film Fee

Special to THE DAILY

ALBANY, N. Y., Jan. 27.—For fourth time in the last five years, m fication of the fees charged by the tion picture division, State Educa Department, is sought in a bill in duced by Sen. John J. Marchi, St Island Republican, and Assemblyı Anthony P. Savarese, Jr., Qu Republican.

The measure, twice vetoed by rell Harriman when has was Gover increases the rate for originals f three to four dollars per thousand or fraction thereof. However, it duces that for prints, from two do per thousand feet to four dollars each additional "entire" copy.

In disapproving two years ago, riman said the bill would cost the $300,000, for which the legislature provided no budgetary substitute.

Perhaps to meet this objection, current act was changed before pre tation, to make the effective date 1, 1960, instead of July 1, 1959. date would coincide with the sta a new fiscal year.

The budget division has alr queried the Education Departı about film fees. This presumably cates awareness of the bill's eff

Move to Revive

(*Continued from page 1*)

the courts have passed upon the tion of constitutionality, the Le ture can then expand the scope of sorship he said. The bill defines scenity" as follows: "A motion pi is obscene if, considered as a whol predominant appeal is to prurien terest: that is, a shameful or m interest in nudity, sex or excretion. if it goes substantially beyond tomary limits of candor in descri or representation of such matters.

If the Department of Commerc clares a picture obscene, it would mit its findings to each board me and to the distributor presenting film. The board would then b quired to convene within 30 da determine whether approval of picture should be granted. The tributor would be given a chan appear before the board, with or out counsel. A majority could issue or refuse to issue a license.

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PEOPLE

garet G. Twyman, director of mity relations for Motion Pic- ssociation of America, will de- addresses this week before 's clubs in Denver and Salt City. Arrangements were made pert W. Selig, president of Fox ountain Amusements, Denver.

☐

e **Gould,** associated for the 2 years with Bourne Music and 1 Records, has joined the Walt music publishing operations eral professional manager. He ead both the Los Angeles and ew York offices, with head- rs at the Burbank studio, un- e supervision of **Jimmy John-** ho is in general charge of all music and recording interests.

☐

ert J. Riedl on Feb. 1 will take e Morris Theatre, Morris, N.Y., **eon Duva,** who has operated 4 years.

☐

cia Davis, witnessing a trailer ndt's Lincoln Theatre, Miami in the Screen Snapshots "iden- masked player" contest, spon- by Columbia Studios, became the winners and now is on an nses-paid trip to California.

to Discontinue onal Mgr. Position

Film Distributors of America ntinuing the position of region- ger in a move to increase the eness of its sales coverage, it nounced yesterday by Foster general sales manager.

r the new plan, the branch rs will be able to concentrate tivities on their individual ter- and supervision over the field ill be confined to home office ecutives, Blake said. At the ffice level, Abe Weiner, the y's former New England re- nanager, has been appointed to the general sales manager, ion to Gordon Craddock, Jr., present status as assistan to unchanged.

umber of sales offices will be to 15, from the present figure nd sales personnel will be re- y two in number.

its inception the company has National Film Service to han- functions in connection with accounting, inspection and , and booking operations have nfined to nine of the 17 sales

vo sales offices closing are Salt ity, to be consolidated with and St. Louis, which will be d with Kansas City. The com- also re-opening an office in phia to handle sales in that and shington territories, and the Washington office will, in con- e, be closed.

Urges Foreign-Film Bookings

(Continued from page 1)

George G. Kerasotes, president of Theatre Owners of America, the text of which Podhorzer released here yesterday.

The letter was in reply to one from Kerasotes in regard to recommendations made by the committee on ways and means to increase film production formed as one of the units of the American Congress of Exhibitors. S. H. Fabian is chairman of this committee which has recommended that more foreign films be produced aimed for the American market.

While believing that European producers are aware of the need to conform to the tastes of the American audience, Podhorzer points out that the film-maker, must also take into account the likes of his own local audiences.

"It does seem to me," he adds, "that the 'problem' of the foreign film as a substitute for the dwindling supply of Hollywood movies is not one that can be solved by the foreign producer alone. American exhibitors are as much of a key to this question as are the European producers."

Too often, Podhorzer states, the American exhibitor has booked reissues or "B" films rather than "available and potentially interesting, but as yet untested" foreign pictures. "These pictures are not something that can be sprung on the public overnight. They must be introduced patiently and with care, with the realization that anything strange, regardless of how much value it may have, has to be almost spoon-fed to the audience before it can hope to gain wide acceptance."

The suggestion by Fabian that American directors and stars be used in European pictures is "perfectly sound," according to Podhorzer. "However, I feel strongly that the initiative of this type of 'co-production' must come to a large extent from American producers. They know the requirements of the American market, possibly from bitter experience. It is they who can guide the European producer in his effort to create films that will have dual American and European appeal."

'Ten' Proving Strong In Second Showings

The staying power of "The Ten Commandments" was attested to again yesterday by Edward G. Chumley, U.S. and Canadian sales manager for the film at Paramount, who cited two current engagements in cities where the picture was first shown in the spring of 1957.

At the Capitol Theatre in Worcester, Mass., the first six days yielded $11,000 despite winter storms. This compares with $11,955 grossed for the full opening (Easter) week at the same theatre in 1957.

At the Ben Ali Theatre in Lexington, Ky., the film did a record-breaking $8,000 for the first week. In its first special engagement in Lexington at the Kentucky Theatre it grossed $6,756 for the first (Easter) week.

Academy Honors 12 With Life Membership

From THE DAILY Bureau

HOLLYWOOD, Jan. 27. – Twelve of the original founding members of the Academy of Motion Picture Arts and Sciences have been honored with life memberships. They are Richard Barthelmess, George Cohen, Cecil B. DeMille, Henry King, Edwin J. Loeb, Harold Lloyd, Bess Meredyth, Mary Pickford, Joseph M. Schenck, Raoul Walsh, Jack L. Warner and Carey Wilson. Life membership was voted to DeMille prior to his death on Jan. 21.

Four other founders have been previously awarded life memberships through the custom of automatically honoring Academy presidents. They are Douglas Fairbanks, Sr., M. C. Levee, Frank Lloyd and Conrad Nagel.

Pastore Again Heads Communications Unit

From THE DAILY Bureau

WASHINGTON, Jan. 27.–The Senate Commerce Committee again named Senator Pastore (D., R.I.) to be head of its communications subcommittee, with jurisdiction over broadcasting matters.

At its organizational meeting today, the committee named to the subcommittee, in addition to Pastore, Democratic Senators Monroney of Oklahoma, Thurmond of South Carolina, McGee of Wyoming, and Republican Senators Case of New Jersey, Cotton of New Hampshire and Scott of Pennsylvania.

Chairman Magnuson (D., Wash.) said the committee would definitely continue its study of the television industry.

Re-Release Slated for 'Place in Sun,' 'Stalag'

Paramount will re-release two of its biggest boxoffice successes, "A Place in the Sun" and "Stalag 17." A mid-February start is indicated.

New newspaper ads, special theatre trailers, double-bill and single-bill radio spots and an updated pressbook have been prepared by Paramount, all stressing the Academy Award achievements of the pictures.

NTA Films Booked

American premieres for two films being released by NTA Pictures were announced yesterday. "A Question of Adultery" will open Feb. 4 at the Riverview Theatre in Norfolk. "I Was Monty's Double" will open Feb. 12 at the MacArthur Theatre in Washington, D. C., and the Playhouse Theatre in Baltimore.

The Picture With The $1,000,000 Title!

the industry's new exploitation sensation!

M-G-M's

FIRST MAN INTO SPACE

The spectacular adventure drama of the first man in history to embark on the most dangerous and daring mission of all time. Packed with surprise, suspense and built-in showmanship.

Television Today

Pro, Con Reaction To Manley TV Bill

Special to THE DAILY

ALBANY, N. Y., Jan. 27. – Mail and telephone response to his bill licensing all television programs, except those on current events, press excerpts, news and sports, broadcast over stations in New York State, has been "predominantly favorable, in numbers, but unfavorable, in force," Assemblyman S. Bruce Manley revealed today.

The Fredonia Republican reported the reaction had been substantial, despite the fact that bill copies were yet to come from the printer. By next week, he expects heavy volume.

Request from Fitzpatrick

Manley said former Assemblyman James A. Fitzpatrick, of Plattsburgh, had left a note asking for copy of the bill and indicating public hearings on it might be held by Joint Legislative Committee on Offensive and Obscene Material, for which Fitzpatrick is counsel. The committee's study area was expanded to include television, radio and motion pictures, several years ago. Fitzpatrick criticized "brutality and violence" on television, during a recent panel here on "Motion Picture Censorship."

The Manley bill's statement of "legislative findings" is critical of video programs "disproportionately" emphasizing sex, violence and brutality. It declares these "contribute to juvenile crime and impairment of the ethical and moral standards of our youth."

'Journal-American' Interested

Manley disclosed the "New York Journal-American" phoned him at 2:30 A.M., the morning after the bill was introduced. A network representative also inquired, as did John R. Titus, Albany attorney and legislative representative for the State Broadcasters Association. A television magazine likewise queried Manley.

The "New York Daily News," which owns WPIX, editorially criticized the proposal, so did the "Oswego Times."

On the other hand, Manley has received numerous telephone messages and letters endorsing the bill, from representatives of PTA's and other groups and individuals. They sought copies, too, he said.

Will Be Amended

Manley conceded the bill needed amendment, "eliminating" unworkable and impractical angles, and "adding" practical, effective ones. This can be effected via public hearings, he said.

Herridge to Produce New Series for CBS

Robert Herridge, producer of "Camera Three," "Seven Lively Arts," "Studio One Summer Theatre" and "Kraft Television Theatre," has been signed to produce a new half-hour series, on video tape, for CBS Films, Inc., it was announced yesterday by Sam Cook Digges and Leslie Harris, administrative vice-president and vice-president in charge of production, respectively, of CBS Films, Inc.

The new series, the first video tape project by CBS Films, Inc., and as yet untitled, will have Herridge introducing each program, on camera. He will also write a number of scripts. Production will start immediately, using CBS Television facilities in New York City.

Emmy Awards Show Scheduled on NBC-TV

For the fifth consecutive year, the NBC-TV Network will carry the Emmy Awards of the National Academy of Television Arts and Sciences on Wednesday, May 6, from 10 to 11:30 P.M., EST. The program will be sponsored by Procter & Gamble Co. and by the Benrus Watch Co., Inc. Grey Advertising Agency, Inc., is the agency for both sponsors.

Oppenheimer in Charge

Jess Oppenheimer will be executive producer for the 90-minute "special," which will originate from both New York and Holllywood. Joe Cates will be producer for the East Coast segment, and Bob Henry for the West Coast segment.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

DAVE GARROWAY on "Today" next Monday morning, will interview seven top-flight military, government and civil space authorities in a program called, "Space—Where We Stand," marking the first anniversary of the launching of the first USAtellite, Explorer I. . . . Robert Ryan has been signed for an important role in the forthcoming Harbel production, "Odds Against Tomorrow," starring Harry Belafonte and directed by Robert Wise which will be released through United Artists. Shelley Winters has the female lead in the film. . . . Ira Cook, L.A's most listened to deejay (heard daily over KMPC) has changed plans and instead of making a trip to Gotham will plane out to Hawaii March 7. In addition to his local platter KMPChatter, Ira also tapes a regular series of programs featured daily over Henry Kaiser's radio station K H V Honolulu. . . . ABC will introduce an innovation Friday (8:00 P.M.) when "Walt Disney Presents" will simulcast "The Peter Tschaikovsky Story," combining "live action" and animation depicting the life and music of the great composer. Highlighted will be the famed "Sleeping Beauty Ballet" one of his greatest works. . . . Don Passante will host a new "north and south of the border" TVariety program, "Carnival" over Channel 9 (N.Y.) starting Sunday, Feb. 9 (9:30-10:30 P.M.) Show will feature big name comedians, dancers, singers and novelty acts. . . . Eli Wallach, currently starring on Broadway in "The Cold Wind and the Warm," has been CBSigned as special guest star for the forthcoming three-hour "Playhouse 90" TVersion of "For Whom The Bell Tolls." Co-stars include Maria Schell, Jason Robards and Maureen Stapleton. . . . Ken Hecht, A & R chief at Belmar Records getting a fine reaction to Mark Lano's initial waxing of "I'm Breaking In A Broken Heart" b/w "That's What I Like About Girls." . . .

☆ ☆ ☆

Mitch Leigh, the jingleer whose musicommershills in but a short few years have catapulted him into the big time, leaves next month for Hollywood to add motion picture scoring to his amazing accomplishments. He'll also set up a Hollywood branch of Music Makers, Inc. of which he is president. . . . Robert E. Richer, formerly associated with ABC and later with the Adam Young firm, has joined NTA Spot Sales as account exec and will operate from the Columbus Circle offices. . . . Emcee Jimmy Blaine of Screen Gems' "Ruff N' Reddy" NBCartoon series, will pilot his own twin-engine plane this summer when he makes his P.A. tour of parks, carnivals and special moppet shows around the country. . . .

FCC Sanctions VHF Booster Stations

From THE DAILY Bureau

WASHINGTON, Jan. 27. – T Federal Communications Commiss today gave in to Congressional p sure and sanctioned temporarily c tinued operation of VHF booster tions.

The Commission also indicated might permanently change its po in this direction.

Late in December, the FCC r that VHF booster stations were ill and gave these stations 90 days convert to UHF translator stati Congressmen from Western st where booster stations are opera widely in isolated communities h been protesting ever since.

Today the FCC extended until end of June the period during w the boosters can continue operat Moreover, it said, during the con months it will study further the l and technical problems, the possib of amending the act to provide n flexibility, and the possibility of re ing operating requirements for t stations.

CNP Starts Shooting On Three New Series

From THE DAILY Bureau

HOLLYWOOD, Jan. 27.—Earl tig, president of California Nati Productions, has announced the of shooting on three new CNP vision film series—"Outpost in Spa "The Lawless Years," and "P Marlowe." All three CNP produc are before the cameras on the s stages and outdoor sets of M-G studios in Culver City.

Wallace J. Rigby Di

Wallace J. Rigby, 52, vice-presi of Sales Communication, Inc., sale velopment affiliate of McCann-E son, Inc., advertising agency, died last week at the Hospital for Diseases.

aircraft: COMET 4
(pure jet!)
flight: MONARC
(de Luxe and First Class o
frequency: NIGHTL
(leaves New York at 9 p.
destination: LONDON

reservations through your Travel Ag
BRITISH OVERSEAS AIRWAYS CORPOR
Flights from New York, Boston, Cl Detroit, San Francisco, Montreal. Offic in Atlanta, Dallas, Los Angeles, Miami adelphia, Pittsburgh, Washington, Vanc Winnipeg, Toronto.

hibitor Told

(Continued from page 1)

be inviting, well lit, smart ap- g. In short, they must have ur about them to make people to leave their homes to attend ”

rcus described experiences he has Green Bay, Appleton and Mil- e with newly remodeled and re- ned theatres, stating that the im- te and spectacular improvement iness influenced him to continue lamorizing process throughout rcuit wherever needed. He said uld do it with borrowed money, essary, and advised other ex- rs to do the same. He recom- ed Small Business Administra- oans if bank loans were not ble.

Sees Personnel Vital

amorizing our theatres is at a partial cure for their ills,” he “We can also make sure our nel are cheerful and courteous. to open a courtesy school to our staff members.”

ave closed some of my theatres, rted others and still others are ing as usual. There will always least one good theatre in every community. That one must be in- ,” Marcus said.

don, of Michigan Allied, de- d the regional business-building ign being conducted continuous- Detroit exhibitors and reported ent results, particularly through and television promotion cam- s.

Likes Filmack Trailer

too, stressed the importance of sy on the part of theatre staffs ecommended Filmack’s training Courtesy Is Contagious,” which, d, “can do more to teach public sy to employes in 20 minutes manager or theatre owner can eks.” He said Michigan Allied king the reel available to mem- ratis.

vide variety of business-building for drive-ins was presented by the delegates during the ses- A $100 prize for the one judged st by the panel members will be ed later.

forum brought out that so- drive-in “Buck Nights” are on cline. Many exhibitors said they ger feature an “Old Film Night” the week with a carload admit- r a dollar, regardless of number upants. Those who have aban- the policy indicated that while have proved a bargain for some s, the exhibitor can do just as harging a higher standard admis- nd on concession sales, too.

ge ‘Reasonable Intermission’

h of the concessions forum was ned with problems arising from ed intermission periods to en- e concessions sales. Various de- for dealing with restive, im- t audiences were described. it was apparent that horn-blow- d other evidences of audience against blank screens can be ingeniously controlled, the best policy is to establish a reasonable intermission standard of about 10 minutes, educate the patrons to expect it and avoid deviating from it.

Julian Rifkin was coordinator of the concessions forum.

Ben Smerling of ABC Vending was host at the convention luncheon today, attended by more than 300.

Clinic Reports Today

Film clinics for large and small situations were in session today and will continue tomorrow morning, making their reports to the convention at the final business session Wednesday afternoon.

The resolutions committee also will report tomorrow and Abram Myers, Allied chairman and general counsel, will discuss Allied policies and its position on the American Congress of Exhibitors and other subjects.

The convention will conclude with a banquet tomorrow night.

‘Miracle’ Here Feb. 9

“The Miracle of St. Therese,” an Ellis Films’ release, will open at the 55th St. Playhouse here on Monday, Feb. 9.

REVIEW:

The Trap

Parkwood—Heath—Paramount

The elaborate but perhaps not *too* far-fetched plan to spirit out of the country a leading U.S. crime czar forms the central situation of “The Trap,” a graphically detailed and often exciting action melodrama. The stars are Richard Widmark, Lee J. Cobb, Tina Louise and Earl Holliman, and the producers are Norman Panama and Melvin Frank, with Panama tripling as director and co-author of the originl screenplay with Richard Alan Simmons.

Most of the action takes place in the sun-baked, scenically beautiful but austere southern California desert. Widmark is seen as a lawyer who has unwillingly gotten into the clutches of the huge crime syndicate whose boss, Lee J. Cobb, must escape the country. The syndicate sends Widmark back to his old home town in the desert where his father is sheriff. Their idea is to take over the entire area long enough to allow a plane to land to pick up Cobb and whisk him off to Mexico.

Holliman is seen as Widmark’s drunken younger brother and Miss Louise as Holliman’s wife, who married Holliman on the rebound when Widmark cut out for the big city years before. The sheriff, to protect his son, agrees to aid Cobb’s escape, but Holliman, eying the reward for Cobb, tries to take Cobb in a gunfight that ends up with Cobb a prisoner but the sheriff dead. The irony is that although they have captured Cobb, the isolated town is surrounded by syndicate gunmen.

The rest of the film is a suspenseful and occasionally hair-raising chase across a hundred miles of desert highway as Widmark, Holliman, and Miss Louise try to get their prisoner to the state police. They are pursued by land and air by the omnipresent syndicate and their cause is not exactly helped by the growing jealousy of Holliman over his wife’s renewed affection for Widmark. The dramatic climax comes at the airport when Cobb and his henchmen are at last taking off in their plane which the wounded Widmark rams with an automobile. He lives to tell the tale and resume with the conveniently widowed Miss Louise.

The film moves quickly with few unnecessary pauses, so quickly, in fact, that one tends to overlook some of the coincidences of plotting. Widmark is fine in a strong, stalwart role and Holliman is equally good in a role that embodies all the opposite characteristics. Miss Louise is not only spectacular to behold but also is coming along as an actress. Others in the cast include Carl Benton Reid, as the boys’ father, and Lorne Green as Cobb’s chief lieutenant and architect of the plan that finally failed. Technicolor photography is good. The film was jointly produced by Parkwood and Heath Productions for Paramount. Running time, 84 minutes. General classification. Release, in February.

V. C.

NSS B-B Program For Drive-ins Set

Special to THE DAILY

PITTSBURGH, Jan. 27. – National Screen Service’s new business promotion program for drive-ins was described to the Allied States annual drive-in convention here today by Ben Ashe, assistant general sales manager of NSS. Details of the program were reported in Motion Picture Daily on Monday. Ashe told the convention it takes longer to make a good trailer than it does to make some pictures, three to six months of top advertising, promotion and executive brains and talent going into a product.

“National Screen has faith in this business and its prosperous future,” Ashe said. “Backing up our faith is a $100,000 current investment in special negatives that will help you do more business.”

He described NSS planning for both regular and special theatre events, his examples showing that great care and thought go into the planning of material for kiddies’ matinees as well as for the selling of top attractions.

‘Nun’s Story’ Booked At Music Hall July 4

The Fourth of July attraction at Radio City Music Hall will be “The Nun’s Story,” a Warner Bros.’ picture starring Audrey Hepburn, it was announced yesterday by Russell V. Downing, president of the Music Hall, and Benj. Kalmenson, executive vice-president of Warner Bros.

12 WB Cartoons

Twelve Technicolor short-subject cartoons will be released by Warner Brothers during the first quarter of 1959.

YOUNG OPINION MAKERS GO FOR GIDGET!

SPECIAL SCREENINGS FOR SCHOOL EDITORS, CLUB EDITORS, CLUB LEADERS, TEEN-COLUMNISTS SELL COLUMBIA'S 'NEW FACES' PRESENTATION!

GIDGET

SANDRA DEE · CLIFF ROBERTSON · JAMES DARREN
ARTHUR O'CONNELL · MARY LaROCHE JO MORROW and THE FOUR PREPS

CinemaScope EASTMAN COLOR

Screenplay by GABRIELLE UPTON • Based on the novel by FREDERICK KOHNER
Produced by LEWIS J. RACHMIL • Directed by PAUL WENDKOS

The industry goes for GIDGET for Easter!

42-Day Limit

(*Continued from page* 1)

runs may have the picture, regardless, he said. The decree fixes clearance of 17 days after the end of a first run engagement for runs of normal length locally.

Korngold, who asked the Allied board for speaking time, said the decree also allows only three special-handling or roadshow engagements here annually, and specifies that all bids must be in writing and can be opened by exhibitor participants.

Industry attorneys have indicated the decision will be appealed.

Speaks of Paramount, U.A.

Korngold also told the convention that Paramount and United Artists recently have notified exhibitors in this area by mail of new experimental sales policies.

Paramount's, he said, involves 14 days clearance to a first run, after which the whole zone may have the picture, with 15 prints estimated to be made available. He asserted that normally the zone uses 25 prints. The attorney was critical of the bidding stipulations established by Paramount in the letter.

He said the U. A. plan creates seven zones in the Pittsburgh area and selects those theatres which should be given an opportunity to bid. He said this plan is, in effect, a conceding that drive-ins and conventional theatres are non-competitive, since one of each in every zone will be able to get a print. His criticism of the U. A. plan was that it should include a greater number of zones.

Expects Extension

He predicted the two plans would be extended to other parts of the country.

When Korngold at one point told the concessions-conscious drive-in convention to "forget about pizzas and popcorn and unite to fight the real enemy, the distributor," Horace Adams Allied president, interrupted to explain to the delegates that Korngold had asked for speaking time and that his views were not necessarily those of Allied's board which granted his request.

Robert Ferguson, Columbia Pictures advertising-publicity director, who followed Korngold on the rostrum, took immediate exception to Korngold's references to distributors, and his having described them as the exhibitor's "enemy."

Decries Going 'To Court'

"I am not here," Ferguson said, "to make this convention a place for you to learn how to go to court to conduct your business, nor how to get people into your theatres by blasting distributors."

Ferguson proceeded with an exposition, illustrated by slides, of Columbia's "new faces" and talent promotion, especially as emphasized in its forthcoming release, "gidget," and the comprehensive exploitation program for the picture, a story on which appears elsewhere in this issue.

The Hanging Tree

(CONTINUED FROM PAGE 1)

has been surrounded by such a fine cast. His co-stars are Maria Schell, the lovely German actress who made her American debut in "The Brothers Karamazov," and Karl Malden, who, as the somewhat simple-minded villain of the piece, comes close to topping his best earlier efforts.

The film also introduces an extremely promising young player, Ben Piazza, who combines a good deal of the kind of appeal the teenagers found in James Dean with his own particular quality. He's a good actor and star material. Also making his film debut is George C. Scott, who created such a stir several months ago in Broadway's "Comes A Day." Although his role is small, he makes a vivid impression as a mad, vengeful faith healer.

The screenplay by Wendell Mayes and Halsted Welles, based on a story by Dorothy M. Johnson, tells of an itinerant, two-fisted doctor, Cooper, who wanders the mining camps of the west treating the sick, playing cards and trying to shake off the legend of an adulterous marriage and murder years ago in Illinois.

Shortly after coming to the gold camp of Skull Creek, Cooper saves young Piazza, who had been caught stealing gold from the sluices, and in return for not turning him over to the hanging tree, makes Piazza his unwilling bondservant. Cooper also nurses back to health a young Swiss girl, Miss Schell, the only survivor of a stage holdup and who has been lost in the rugged mountains for over a week.

The girl has been temporarily blinded by her ordeal and in these scenes of her gentle rehabilitation by the doctor there is an extraordinary amount of warmth and charm. The doctor, haunted by the memories of his first marriage, subsequently rejects her love and Miss Schell and Piazza take off for the woods to pan for gold in partnership with Malden. The latter is a crude, grinning lecher who spends almost as much time making advances to Miss Schell as he does panning gold.

The various plot strands are drawn together in a spectacular climax. The little town goes berserk with joy following news of a gold strike by Malden, Piazza and Miss Schell. In the course of the revelry, drunken citizens set the town on fire, Malden is killed by Cooper in a fight over Miss Schell, and Cooper is later only saved from a lynching when Miss Schell and Piazza give all their gold to the crazy miners.

It is, as might be surmised by this synopsis, a rather loosely plotted story, but it does play well, largely because of the performances and the immense amount of narrative color with which Daves illustrates it. In so many details it has the stamp of authentic Americana, outlandish and funny and bold and exciting. It deserves to be a money-maker.

The film is a Baroda production for Warner Brothers release.
Running time, 106 minutes. General classification. Release, in February.

VINCENT CANBY

Ferguson Hits

(*Continued from page* 1)

which, with the exception of antique and art dealers, new styles, fashions and models are the very foundations of success."

He told the delegates that Columbia is staging an intensive "new faces" campaign. "Movie audiences," he asserted, "are fed up with watching grandmothers play high school girls and 56-year-old men essaying the roles of 22-year-old boys." Columbia plans to introduce three of its new stars, James Darren, Jo Morrow and Evy Norlund, at the convention tomorrow.

Pledges 30-36 Annually

The advertising-publicity executive also briefed the delegates on the many changes that have taken place in Columbia's production and distribution set-ups since the new management took over less than a year ago. He told them that they could expect 30-36 films a year from Columbia, the great majority in "multi-million dollar budget" category.

New Tie-Up

(*Continued from page* 1)

and nature of the picture will be exposed to the 32,000,000 viewers of the NBC-TV program on four successive weeks, three times as one of the prizes and the fourth time on the night of the award.

The mechanics of the tie-up were explained to the press yesterday by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia; Robert Stewart, producer of "The Price Is Right," and Bud Austin, sales executive for the Goodson Todman organization.

On each of three successive shows Bill Cullen, master of ceremonies for the show, asks the viewing audience to send a guess on the actual retail value of seven luxury items in the "Showcase." The viewer who guesses the closest without going over the actual price, wins the items which run to such things as fur coats, diamond bracelets and sports cars. On Jan. 28, Feb. 4 and Feb. 11 there will only be six items in the "Showcase." The bonus or seventh prize will be the "Gidget" premiere. The winner wi
nounced on the Feb. 25 sho
premiere will be held sh
that.

Rosenfield said Columl
stage the premiere in true
fashion, with stars, lights
hoopla. CinemaScope projec
ment will be set up in th
house for the occasion. If
chooses, the premiere will l
any other setting, church, sc
hall or theatre.

Promotion on the show w
the lines of "Wouldn't you l
this fur coat and diamond
the premiere of 'Gidget'."

Publicity benefits of the
up, according to Rosenfie
clude mentions of the pr
channels not normally ope
motion pictures or televisio
of the film in television co
stories, and mentions of th
in normal motion picture n

Goldman He

(*Continued from page* 1

NTA, will become president
new world-wide company,
will be a wholly-owned sul
Goldman retains his posts w
parent company.

NTA International, Inc. wi
sponsible for sales of all NT
ucts in foreign countries. In
it will retain control of all s
distribution in the United S
the entire NTA library of
films for both television and
use, and also the sales of r
trical and home movies bo
and abroad. All future feat
packages will likewise be
through this subsidiary.

Will Expand to Other I

NTA International will
diately absorb all NTA o
ready established in various
countries and plans expans
other nations for the sale
products.

It plans additional televisi
in association with the Britis
casting Corp., which rec
conjunction with NTA ent
its first commercial televi
production endeavor, "Th
Man," a 39-week series,
Michael Rennie. Under th
ment 20 episodes of the s
being made in Hollywood
remaining 19 episodes on
in England.

In addition, NTA Int
plans to undertake television
other countries.

Division of NTA Intern

NTA Pictures, Inc., whicl
ly is distributor of films fo
use, will become a division
International. Herbert H
blatt, general manager of
tures will report directly to

Sidney Kramer, NTA d
foreign distribution, Samu
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MOTION PICTURE DAILY

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5, NO. 19 NEW YORK, U.S.A., THURSDAY, JANUARY 29, 1959 TEN CENTS

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ers Calls r Crusade Decrees

Them Endangered odernization'

Special to THE DAILY

BURGH, Jan. 28.—Delegates
ational drive-in convention of
States were urged today to
ll attacks" on the industry
Decrees and to "join in a
to preserve them." The call
was issued by Abram Myers,
and general counsel, at a
business session on Allied
and programs.
onsent Decrees are in danger
se in the industry who want
rnize" them, Myers declared.
was a good English word

Continued on page 3)

nistic Atmosphere ell Conducted Meet

Special to THE DAILY

BURGH, Jan. 28. — Depart-
d States drive-in convention
were enthusiastic in their
the planning and function-
e three-day meeting after its
e today.
ss sessions were planned
ctical considerations upper-
were conducted with dis-
With about 300 exhibitors
meetings were well attended
ced and timed to permit

Continued on page 6)

ston Adds 3 New on Far East Trip

om THE DAILY Bureau

INGTON, Jan. 28.—Motion
Association President Eric
has added Formosa, Thailand
nesia to the stops he'll make
ming Far Eastern swing.
n was originally scheduled to
an and the Philippines. His
from New York for Tokyo
postponed because of dif-
n getting accommodations for
o Feb. 4. Johnston will be
ied on the trip by MPEA Far
ager Irving Maas.

'U' Pledges Drive For Showmanship

The motion picture industry today is in search of its audience and the old basic methods of merchandising and pre-selling are not enough to reach the full patron potential, David A. Lipton, Universal Pictures' vice-president, said here yesterday. He spoke at a session of the company's current sales and promotion executive meetings, which continue the rest of this week.

David A. Lipton

Standard merchandising tools—the

(Continued on page 2)

TOA Hails Goldwyn Speech on Film Costs

The Theatre Owners of America has congratulated Samuel Goldwyn on his address calling for a "return to sanity" in the costs of making a movie, George G. Kerasotes, president, reported yesterday.

Goldwyn, in a speech at the Screen Producers Guild annual dinner in Hollywood last week, declared the motion picture industry is in trouble largely because of exorbitant salaries, percentage deals and other demands made

(Continued on page 2)

Joint Meeting Defines Activities

Compo Program Wins Endorsement of ACE

Council to Execute Projects in 12 Areas; Will Launch Dues Collection Campaign

Officials of the American Congress of Exhibitors yesterday relinquished to Compo execution of practically all of the projects which Compo had included as objectives in its program approved at a membership last Dec. 9.

Action was taken at a meeting of the Compo triumvirate and ACE officials to clarify program activities of each which were similar or identical. The meeting was held in the office of Abe Montague, distributor member of the Compo triumvirate, at Columbia Pictures.

With approval of its program by MPA and ACE, Compo will now proceed to launch its annual dues campaign at once. It had deferred doing so until the boundaries of its program had been defined.

Expressing enthusiasm for the Compo program, ACE representatives at the meeting agreed to do everything possible to persuade more ex-

(Continued on page 7)

Loew's Theatres Seeks Two Indiana Drive-Ins

From THE DAILY Bureau

WASHINGTON, Jan. 28.—Loew's Theatres is proposing to lease two drive-in theatres near South Bend, Ind., Justice officials disclosed.

The petition to the New York District Court comes at a time when Justice is under increasing fire from

(Continued on page 7)

11 Directors Nominated For Natl. Theatres Board

From THE DAILY Bureau

LOS ANGELES, Jan. 28.—National Theatres will hold its annual meeting of stockholders at its offices here on Tuesday, Feb. 17, at 10 A.M., according to a notice mailed to stockholders today. Main purpose of the meeting will be to elect 11 directors,

(Continued on page 7)

REVIEW:

Never Steal Anything Small

U-I—CinemaScope

JIMMIE CAGNEY, combining two of his best characterizations, tough racketeer to the teeth and song and dance man of "Yankee Doodle Dandy" calibre, sings, wisecracks, slugs and hoofs his way through this delightfully entertaining and often deliciously funny farce. It's a musical without elaborate musical numbers, a comedy about a subject not often funny in today's headlines, a melodrama about thugs in which no one really gets hurt, not even the heavy, and withal shining with good fun.

The picture is based on the play "The Devil's Hornpipe" by Maxwell Anderson and Rouben Mamoulian but its present form and flawless timing obviously stem from the screen story and screen play by Charles

(Continued on page 7)

UA Slates Meets For 40 Anniversary

(Picture on Page 2)

United Artists will hold its fortieth anniversary sales convention in Los Angeles and Miami Feb. 15-21 to set distribution patterns for "the greatest concentration of top quality product in company history," it was announced by William J. Heineman, vice-president in charge of distribu-

(Continued on page 2)

McGuire Named Head Of UA Bidding Dept.

Edward J. McGuire has been named head of United Artists bidding department, it was announced by James R. Velde, general sales manager. His appointment is effective immediately.

Before joining UA, McGuire was associate counsel of General Tele-Radio, a division of RKO, in all matters pertaining to television sales. Prior to that he was counsel to the sales department of RKO Pictures, a post he held for five years.

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president, has stopped off in Philadelphia on the way back from Pittsburgh to attend the testimonial for WILLIAM GOLDMAN. JERRY SAFRON, home office sales executive, will leave here today for the Quaker City to be a guest at the dinner.

•

SIDNEY SCHREIBER, M P A general counsel, returned to New York yesterday from Washington and Pittsburgh.

•

FOSTER BLAKE, general sales manager for Rank Film Distributors of America, will leave here today for the Coast.

•

ROBERT S. FERGUSON, Columbia Pictures advertising-publicity director, has returned to New York from Pittsburgh.

•

STAN MARGULIES, Bryna Productions advertising-publicity director, has arrived in New York from Hollywood.

•

HAROLD LEWIS, treasurer of ATA Trading Corp., film exporters, will return to New York today from Schenectady.

•

JACK LEVIN, of Jack Levin Associates, visited the Allied States convention in Pittsburgh and returned to New York yesterday.

•

JOHN STURGES, director, will leave the Coast on Saturday for Burma, Thailand and Ceylon, to prepare locations for M-G-M's "Never So Few."

•

PETER HALL, British producer-director, will arrive in New York from London tomorrow via B.O.A.C.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there with MRS. RICHARDSON from New Orleans.

•

ED LACHMANN of Lorraine Carbons is back in New York from a visit to the Allied States convention in Pittsburgh.

•

R. J. "HAP" BARNES, president of ABC Booking Enterprises, Atlanta, has left there for Florida.

•

NIGEL PATRICK has arrived here from London via B.O.A.C.

•

JOHN FORD will leave Hollywood this week for a Pacific cruise aboard his yacht.

•

BETTY COMDEN and ADOLPH GREEN, writing team, have arrived in Hollywood from New York.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there from New Orleans.

•

ALLEN M. WIDEM, motion picture editor for the "Hartford Times," has returned there from Washington.

•

ROBERT ATWOOLL, British producer, has arrived in Hollywood from London.

•

GEORGE ROSCOE, field representative for Theatre Owners of America, was in Atlanta this week from New York.

William J. Heineman (second from left), vice-president in charge of distribution, maps plans for United Artists' fortieth anniversary sales convention with general sales manager James R. Velde (seated) and UA divisional sales chiefs (standing left to right) Sidney Cooper, Milton E. Cohen and Al Fitter.

UA Sets Anniversary Meet

(Continued from page 1)

tion, and Max E. Youngstein, vice-president. Heineman will preside over the meetings with general sales manager James R. Velde. The conclaves will bring together members of the company's two divisions, six districts and 33 U.S. and Canadian branches.

Continental Head to Attend

Home office officials participating will include Joseph Ende, controller and assistant treasurer; Louis Lober, general manager, foreign department, and Roger H. Lewis, national director of advertising, publicity and exploitation. Also attending will be continental U.S. sales division managers Milton E. Cohen, Sidney Cooper and Al Fitter; Canadian district manager Charles S. Chaplin, and David Picker, executive assistant to Youngstein.

Open on Coast Feb. 15

The meetings will open at the Ambassador Hotel in Los Angeles on Feb. 15-17.

The second and concluding sessions are scheduled to take place at the Roney Plaza Hotel in Miami on Feb. 19-21.

Scheuer, Coast Editor, Will Get SDG Award

From THE DAILY Bureau

HOLLYWOOD, Jan. 28. – Philip K. Scheuer, motion picture editor of the "Los Angeles Times," is recipient of the Screen Directors' Guild annual critic's award this year.

The award for outstanding writing in the field of motion picture criticism during past year, will be presented to Scheuer at the Guild's awards dinner, Feb. 7.

TOA Hails Goldwyn

(Continued from page 1)

and received by stars, producers, writers and directors, and called for a "radical change" so that pictures can be made on a "sane and realistic basis."

In a letter to Goldwyn, Kerasotes hailed the speech as "statesmanlike" and declared the industry owed Goldwyn a "vote of thanks" that a "person of your stature had the courage to so clearly state this serious condition and bring it out into the open in the hope that the trend can be arrested and reversed."

Sees 'Grave Danger'

If the trend toward higher costs were to continue, Kerasotes told Goldwyn, "the net result could be the grave danger that theatres would be priced out of business."

Julius Rothstein, 81

UTICA, N. Y., Jan. 28. – Funeral services were held in suburban Whitesboro for Julius Rothstein, 81, who built film theatres in Rome, Oswego and Watertown and who had been president of the now-defunct Globe-Telegram Co. of this city. A realtor in recent years, the deceased is survived by his wife, two brothers and two sisters.

2,200 Eligible to Vote For Academy Winners

From THE DAILY Bureau

HOLLYWOOD, Jan. 28. – Academy of Motion Picture Ar Sciences reports that more than voters will have an opportuni year to help determine what ac ments and performances durin will be in the final running fo ors in 23 categories.

Univ. Dri

(Continued from page 1

theatre screen, theatre front an tre section of local newspape touch the hard core of regul goers, Lipton said. "To sell th quent moviegoers—the mass American audience who respon urge to see because they hav sold—requires creative, aggressi maximum showmanship, calling full use of all media which w attract, and move the audienc ble for a particular film."

Lipton added: "Successful m dising today calls for careful ar of the positive values of the in attraction—its stars, its story audience identification. Once values are isolated, they have made intriguing to the audien the very inception of producti merchandising plan must begi point of shooting and must b tained throughout the product riod, accelerated in the pre stage and intensified at the sale."

Three Slated for Treatme

Universal is using this type range planning on two major fil in production, "Spartacus" an eration Petticoat" and a third shortly, "Pillow Talk," Lipton out. The pre-selling pattern is ly being carried out on "Imit Life," and is now producing o ing results with "The Perfe lough."

Summing up his review paigns, Lipton stated, "The ing and publicity budgets o new productions will have no Every area of advertising and tion will be utilized more agg than ever before and new te will be introduced to make fective use of these outlets."

Capitol Books U-I

Universal - International's Steal Anything Small" will world premiere at the Capit tre here following the curren tion, "The Trap," thus laun series of Coast-to-Coast scheduled for the Washingto day weekend.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, V dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

ers Calls

Continued from page 1)

nably abused. What is de- of course, is not progress to- ew and better conditions in iness but a reversion to the ns which prevailed before the nt suit was filed."

Warns of 'Your Fate'

ng his listeners that "your d that of the decrees are nterwoven," the Allied official an "illustration of what is " a case in which a divorced pplied to the U.S. District r permission to build a drive- n an independent exhibitor theatre in the competitive ght to intervene this was op- Myers said, by the Depart- Justice and then denied by rt.

grant is the attitude of the ent of Justice that the courts es appear to be growing s," Myers asserted. He gave xample, quoting Motion Pic- ald, a statement by District dmund Palmieri during hear- the application of National to acquire National Telefilm s.

ites Jurist's 'Surprise'

ugh the Department of Jus- e its blessing to the whole Iyers said, "Judge Palmieri l surprise that the Govern- ould recommend the acquisi- view of 20th-Fox's implica- he matter. He also raised the as to the propriety under ees of any of the defendant panies engaging directly or in television."

also referred to the request Palmieri that the Depart- epare by March 2 a report f the television interests of ndant companies and inform t whether it approves the in- eported, and if so, why.

llied counsel advised his lis- be on guard particularly efforts to permit the film s to acquire theatres again restoration of compulsory oking.

ears Fewer Pictures

scounted the argument that companies would only op- limited number of showcase in the larger cities. "What in such a development that ause them to increase their of pictures?" he asked. not it be to their advantage st the opposite, that is to wer pictures for longer runs howcases where they would the rewards and not have to em with exhibitors?"

n turned to the outline of a that exhibitors must follow, "if they are to survive." He e first requirement stimulat- tre attendance, adding "un- can be solved, many exhibi- some film companies will ch the point where other problems will no longer worry them."

Deploring the failure of the industry to get together on a national business-building program, he termed it a "golden opportunity lost" and said, "I cannot help thinking that we are all the poorer for it."

He urged all exhibitors, Allied and otherwise, to cooperate in all business-building plans to the utmost of their means. "The public must be reminded over and over again that this is not a dying business; that it is an alert and thriving business that is surging forward to still greater achievements."

Points to Other Needs

As "other aids also needed" Myers listed a national buying circuit for independent exhibitors; relief for drive-ins from "delayed availabilities"; and a cut in excessive admission prices.

'The Industry's Future Is Up to Us,' Says Preminger at Allied Banquet

By SHERWIN KANE

PITTSBURGH, Jan. 28. – "The industry's future is up to us," Otto Preminger told an audience of more than 500 exhibitors and guests at a banquet here tonight which closed the three-day Allied States national drive-in convention.

Otto Preminger

"The future of this industry does not depend in any way on developments in television, nor can it be decisively influenced whether or not there is pay-TV," the producer said, adding that "pay-TV cannot be stopped."

"Rather, what we do with the industry—all of us in it—will decide its future. If we depend on outsiders for help, or if we fear destruction from sources without, we will be ineffectual. Fundamentally, this is a very strong industry. What we do with it, what we make of it, is entirely up to us."

Talks of 'Favorite Subject'

Preminger told his listeners that he knows only a few of the bigger exhibitors, so it was his wish to talk to them about one of his favorite subjects—himself, as an independent producer—"how I operate and how things are done by independent producers."

He said he wears his independence "like a badge"; finds it "far more rewarding than working 52 weeks a year at $5,000 per week for a studio."

Of current industry complaints of exorbitant demands by all strata of talent in Hollywood, Preminger said, "There is no point in crying publicly over talent costs. What fool isn't going to ask the highest price he can obtain for his services?

'You Don't Have to Pay It'

"But you don't have to pay it. If you feel talent is too high-priced, I say, 'don't cry about it in public.'

"You're not a good business man if you pay what you don't believe is right. Those who cry in public are admitting they can't cope with the conditions that confront them."

He said the same applies to exhibitors in film buying—"if you think a picture costs too much, you shouldn't buy it."

Lana Turner was guest at the banquet in place of Elizabeth Taylor.

The elaborate affair, sponsored by Coca-Cola, was preceded by a cocktail party sponsored by National Carbon Co.

Myers Has No Plans To Retire 'This Year'

Special to THE DAILY

PITTSBURGH, Jan. 28. – Abram F. Myers has no specific plans to retire as chairman of the board and general counsel for Allied and he "certainly will remain for the duration of the White Paper campaign," he said here today.

Commenting on reports that he was considering retiring at the end of this year he said he and his wife, also a practicing attorney, had discussed retiring to their Chesapeake Bay country home and "it is certainly something we shall be doing when circumstances permit." But, he added, not this year.

Shor in Oral Report On Allied Film Clinics

Special to THE DAILY

PITTSBURGH, Jan. 28. – Two days of Allied States drive-in convention film clinics were reported on orally in five minutes here today by Rube Shor.

The old complaints are still popular, the report indicated, being limited for the most part to alleged instances of discriminatory pricing; forcing of pictures, clearances and availabilities.

Exhibitors with unsatisfied complaints were told to inform their Congressional representatives of their difficulties personally, laying the responsibility at the door of what Allied's "White Paper" contends is the failure of the Justice Department to enforce industry decrees.

Correction

Alvin Korngold, Jamaica, L.I., attorney who addressed the Allied Drive-In Convention at Pittsburgh on Tuesday, was erroneously identified as Nathan Korngold in Motion Picture Daily yesterday through an inadvertent error.

'New Faces' Drive Set by Columbia

Special to THE DAILY

PITTSBURGH, Jan. 28. – Columbia Pictures is going to go "all-out" in developing a roster of "new faces" to become prime attractions at theatres everywhere, Rube Jackter, Columbia vice-president and general sales manager, said at the banquet here tonight bringing to a close the Allied Drive-In Convention.

Rube Jackter

Jackter introduced to the gathering James Darren, Jo Morrow, and Evy Norland and said the three young players were representative members of the "new faces" group now in various stages of training and development at Columbia.

'Gidget' Release March 25

Columbia is aiming for a March 25 release of its "New Faces" special, "Gidget," Jackter said.

Universal's "Perfect Furlough" new-face, Linda Cristal, was introduced to the gathering.

The studio is going to make a sizeable investment in money and effort to discover, develop and promote new acting talent, Jackter said. He pointed out the company feels it is of the "utmost importance" that new blood be pumped into the star ranks in order to sustain the attractiveness of the theatre to the public, especially the younger members of the audience.

Same Plan for Future Product

Columbia plans to feature the new players in many of its upcoming major productions.

Adams Urges Support Of Academy TV Show

Special to THE DAILY

PITTSBURGH, Jan. 28. – Several hundred delegates to the Allied States drive-in convention here were urged by Horace Adams, Allied president, to cooperate in the promotion of the industry-sponsored Academy Awards telecast of April 16.

Adams said sponsorship of the telecast by the industry, begun last year, should have been started sooner. He read a letter from Jerry Pickman and Roger Lewis of the committee in charge of the telecast promotion, asking the cooperation of Allied.

Press Books Going Out

"I urge you to go to work on this in your territory as soon as you receive the press book," Adams said. "It will not be the big success it should be unless you work at it."

"THE BLACK
WILL BE
OF THE M
TALKED-AB
PICTURES
OF 1959

"A strong and moving drama...should attract a large audience — both among the mass audience and the 'ART' clientele!" — *MOTION PICTURE DAILY*

"Stands in the select company of the year's fine motion picture entertainments!" — *FILM DAILY*

"Solid drama, excellently written, superbly acted!" — *CUE MAGAZINE*

"PICTURE OF THE MONTH.
ing, realism and humor
good production!" — *REDBOO*

"Undeniably fine picture.
filmed!" — *DAILY VARIETY*

"A moving story of people in an emotional situation almost too much for them to handle!"
— *SEVENTEEN MAGAZINE*

"Rich, warm story...superbly acted!" — *HOLLYWOOD REPORTER*

"Under the sensitive direction of Martin Ritt, Miss Loren and Mr. Quinn create two memorable characters!"
— *COSMOPOLITAN MAGAZINE*

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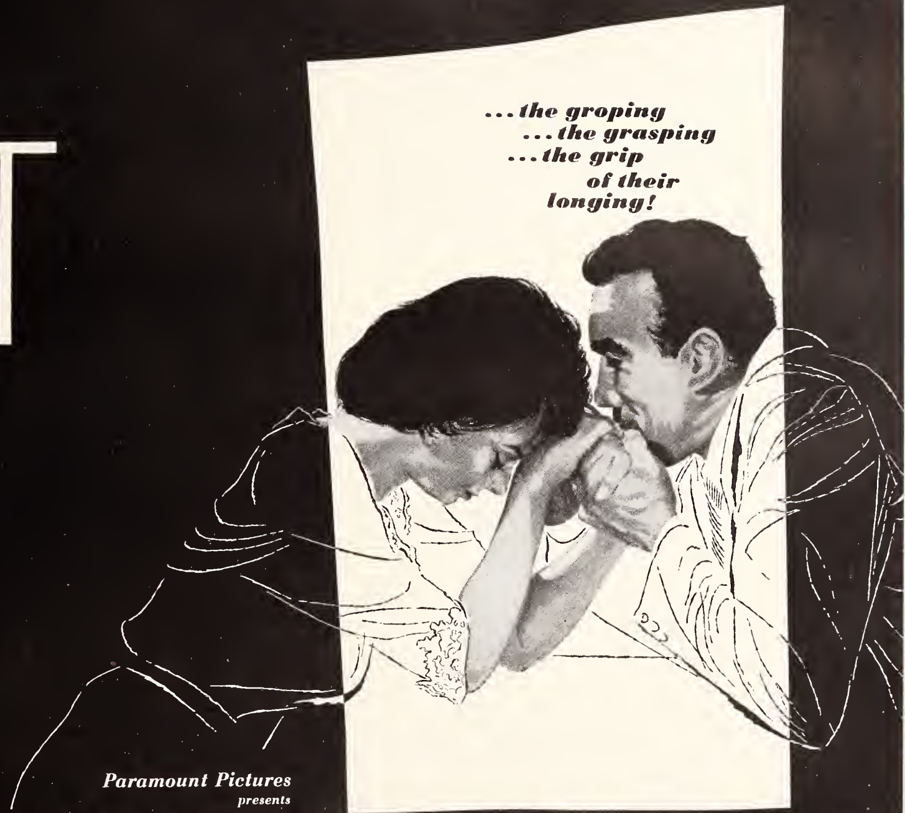


...the groping
...the grasping
...the grip
of their
longing!

Paramount Pictures
presents

SOPHIA LOREN · ANTHONY QUINN

the Black Orchid

...more than a
story of love
...a story of life!

with MARK RICHMAN · and introducing INA BALIN · Produced by CARLO PONTI and MARCELLO GIROSI · Directed by MARTIN RITT · Written by JOSEPH STEFANO · A PARAMOUNT RELEASE

PEOPLE

George J. Schaefer has been named international producer's representative for United Artists' "Shake Hands with the Devil," a Pennebaker production. **Sam Eckman**, under Schaefer's supervision, will coordinate the sales efforts for the British Empire.

☐

Dick Warsaw, for 39 years traffic manager for Film Truck Service, Detroit, is moving to Chicago to join Koerner Motor Express.

☐

Vete Stewart, for many years manager for Warner Brothers in the Portland and Seattle areas, is now sales executive for Paramount, covering the Oregon territory.

☐

M. Mesher, veteran northwest theatre manager and executive head of the Paramount Theatre, Portland, has also become Oregon manager for Northwest Releasing Co., of Seattle.

☐

Archie Holt, long-time salesman for Universal-International in Portland, Ore., is now sales executive for the state of Oregon, with headquarters in Portland.

☐

Lloyd Royal, Sr., head of Royal Theatres, Meridian, Miss., has been installed as president of Meridian Mississippi Exchange Club. He also is head of Tri-States Theatre Owners Association of Arkansas, Tennessee and Mississippi.

☐

Ceferino Gonzales has been appointed manager of the J. Arthur Rank Overseas Film Distributors operation in Latin America, succeeding **Ricardo Canals**, who has resigned.

☐

William E. Matthews, who joined Young & Rubicam in 1944 as a space buyer, has been named vice-president and director of media relations. He has been vice-president in that division since March, 1958.

☐

Charles A. Simonelli, formerly on the home office publicity staff of Universal Pictures, has joined the publicity-promotion staff of the Roxy Theatre under Leon Brandt. Simonelli is not to be confused with Charles Simonelli, currently Eastern publicity director at Universal.

☐

Harry Botwick, of Florida State Theatres, Miami, who was general chairman of the recent United Fund-Cerebral Palsy telethon, with **Dennis James** and **Gloria DeHaven** as emcees, has reported that pledges total $323,825, with $175,000 already in the bank.

☐

Ken Weldon, former Republic Pictures branch manager in Des Moines and more recently Midwest representative for Flamingo Telefilm Sales, has been named distributor for Hollywood Television Service in the Midwestern states.

☐

Don J. Smith, film buyer and booker for Pioneer Theatre Corp., Carroll, Ia., has been named general manager of the theatre operating company, with headquarters in Minneapolis.

☐

Mrs. E. B. Daniels has reopened the Jefferson Theatre, Springfield, Mass., subsequent-run, on lease from Herman Rifkin Theatres, which previously had leased it to **Tom Sandell** and associates.

☐

Jimmy Durante will be honored at a testimonial luncheon in Boston on Feb. 16 by the newly-organized Cinema Lodge of B'nai B'rith. To be held at the Hotel Bradford, all proceeds will benefit the Jimmy Fund, in memory of **Durante's** late partner, **Lou Clayton**.

☐

Eric Cranshaw has been reelected president of Local 439, IATSE, New London, Conn. Also serving are: **Leslie Nowell**, vice-president; **John S. Kane**, financial secretary and treasurer; **Benjamin H. Rose**, recording secretary, and **Frederick C. Nowell**, business agent.

Save Stubs, Not Stamps, B-B Victor Tells Patrons

Special to THE DAILY

PITTSBURGH, Jan. 28. — William Jenkins, Adrian, Mich., drive-in operator, was awarded the $100 prize for the best business-building idea presented to the Allied States drive-in convention's B-B forum here.

Jenkins' stunt is known as a ticket stub savers plan. Instead of offering patrons trading stamps, Jenkins has them fill books with ticket stubs. The books are paid for by concessions and local merchants' ads. Premiums, or prizes, cost 3½ cents per ticket on the basis of a 65-cent admission. It netted Jenkins $1,800 last season.

Optimism

(Continued from page 1)

plenty of opportunity to visit the trade show area, participate in the planned social events and still have time to relax.

With exhibitors reporting improved business, the general atmosphere of the convention, too, was on the upbeat side.

Votes of thanks went to Harry Hendel, president of the host organization, Western Pennsylvania Allied, and his convention committees.

Burt Lancaster 'Gantry'

HOLLYWOOD, Jan. 28. — Burt Lancaster has signed for title role of "Elmer Gantry" for director Richard Brooks' newly formed company, Richlaw Productions. The film, slated to start June 15, will be released by United Artists.

Greater Exchange of Information Urged

Special to THE DAILY

PITTSBURGH, Jan. 28.—Stepped-up film promotion and increased mutual respect among the various segments of the industry were offered as remedies for problems plaguing all by James H. Nicholson, president of American International Pictures, at the luncheon meeting of the Allied Drive-In Convention here today. AIP was host to the delegates at the affair.

"Eternal vigilance is the price of profit," the AIP head said. "Our responsibility is huge. As producers we must consider every exhibitor from crossroads hamlet to metropolitan center. If we let him down, we fail. We must be aware of his problems, most of which are wrapped up in that old devil public.

Urges Coordinated Efforts

"On the other hand, the exhibitor must assume the responsibility of coordinating his efforts with those of the producer. He, too, must keep a steady vigil. He must tell us when he sees a change in trend, any sign of danger. There must be constant exchange of information.

"Intelligence, in the military and diplomatic sense, is a requirement of successful co-existence between producer and exhibitor. Each side must know what the other is planning and doing, as well as how the public is reacting. Perhaps our industry would not have suffered as it did for such a long period if producers and exhibitors had pooled and cooperated instead of fighting with each other."

Ritz Renamed Rebel

HATTIESBURG, Miss., Jan. 28.—The Ritz Theatre here, operated by the A. L. Royal Circuit, is being remodelled inside and out. When completed, the circuit's Rebel Theatre will be closed and the name "Rebel" will be given to the Ritz, which then will become a first-run situation.

'Inn' Strong in Cleveland

CLEVELAND, Jan. 28—Buddy Adler's "The Inn of the Sixth Happiness," opening at the Hippodrome in Cleveland, grossed $14,036 for the first four days, beginning Friday. This figure is higher than that for "The Young Lions," another 20th-Fox release, which played Easter Week.

'Mobster' Gross $6,405

BUFFALO, Jan. 28.—Edward Alperson's "I, Mobster," opened its world premiere engagement at the Paramount here over the weekend and outgrossed "The Fly," also a 20th-Fox release. "Mobster" grossed $6,405 for three days with a similar exploitation campaign to that used on "The Fly."

'Beauty' Opens Feb. 17

Walt Disney's "Sleeping Beauty" will have its local premiere at the Criterion Theatre, on Tuesday evening, Feb. 17.

TENT TAL

Variety Club New

MIAMI—Bob Hope will be n
of ceremonies for Variety Club's
edition of its Show of Shows,
held Feb. 5 at the Miami Beach
torium. Proceeds from the three
extravanganza will benefit the V
Children's Hospital, project of
No. 33, of which Victor Levine is
barker. Ground recently was b
for the new $117,000 Research C
to operate in connection with t
stitution.

△

NEW ORLEANS—The instal
banquet of Tent No. 45, whic
scheduled for Jan. 24, has been
poned to a later date.

Vogue at Denver T Foreign Language Fi

DENVER, Colo., Jan. 28. –
Vogue Theatre, under the dir
of manager Bill Ramsey, is t
foreign language films. Foreign
are shown each Sunday, ma
only, and programs are booked
addition to the regular Vogue
of "art" shows.

Hungarian, German and
imports are used. Manager R
is working through foreign lan
groups, church groups and D
University to build up a foll
and reports that first few wee
sults show that the new polic
be carried on to a profitable

Two More Join TO

Two more theatre owners
small towns have joined the T
Owners of America, it was dis
today by T.O.A.'s New York
quarters.

They are Amelia Ellis of th
Drive-In Theatre, Millington,
and Daniel E. Oncavage o
Wayne Drive-In, Lake Ariel,

Carolina Exhibitor

BEAUFORT, S. C., Jan. 2
Smith, 65, owner and operator
Breeze Theatre here, died in a C
ton hospital following an ill
several weeks.

No Resolutions at Mee 'Good Sign,' Says Adam

Special to THE DAILY

PITTSBURGH, Jan. 28. —
first time in many years an
States convention was co
without a single resolution
been proposed or adopted. T
tional drive-in convention
ended a three-day session her
closed two hours ahead of s
by doing just that.

"It's a good sign for all
commented Horace Adams, pr

mpo-ACE

(Continued from page 1)

s to contribute to Compo than
lone in the past. Dues of Compo
emain the same, it was stated,
the fact that its new program
most ambitious in its history."
ects planned by both ACE and
o and given to the latter to
are as follows:
ipo will act as the industry
man on national legislation con-
g matters on which there is
l accord as may be directed by
ompo executive committee. This
nclude continued efforts for out-
ppeal of the Federal admissions

Direct Censorship Drive

ipo will assume leadership of
nd local campaigns against cen-
, working in close cooperation
ACE and MPA.
esearch program on behalf of
tire industry.
sting in the development of
tar talent.
ertaking a long range study of
picture advertising.
ugurating a business-building
agreed upon by all elements
industry.
sting local exhibitors in their
igns for repeal of local admis-
xes.
gurating a broad program of
relations.
tinuing Compo's series of "Edi-
d Publisher" ads.
eloping and expanding its pub-
ations field force, to work in
ooperation with ACE exchange
ommittees.
ining exhibitor support for the
ny Awards telecast.
tenance of a speaker's bureau.

ewis, McCarthy to Team

e Lewis, ACE administrative
ry, and Charles E. McCarthy,
information director, were in-
d to work closely together in
mation of area committees nec-
to carry out field work. Exhibi-
anizations also will be asked to
Compo the name of members
exchange area who would be
l most effective in their help.
e present at yesterday's meet-
esides Montague, Lewis and
thy, were Al Pickus, alternate
m Pinanski, member of the
triumvirate; Ben Marcus, of
mpo triumvirate; Al Floershei-
heatre Owners of America; Si
chairman of ACE; Max
Irving Dollinger, and Emanuel
of the ACE executive com-
and Harry Goldberg, member
ACE research committee.

on House Reopens

EM, Ore., Jan. 28.—The Holly-
Theatre here, owned by P. P.
n, which had been closed dur-
holidays for remodeling, has
opened, entirely modernized, at
of $10,000. New seats, carpet-
ojection and sound equipment
en installed.

Never Steal Anything Small

(CONTINUED FROM PAGE 1)

Lederer who also directed. He would seem to have had a wonderful time doing both.

Cagney plays a stevedore with ambitions for union politics. A likable rogue with no scruples but some basic decency and a fierce loyalty for his fellow union members, he and his gang hijack a "loan" from a hypochondriac bookie to finance the campaign, i.e. buy votes.

An arrest for extortion is voided when the plaintiff disappears—sent to Arizona in an iron lung. It is characteristic of the picture and of the treatment that when the election is won, one of the first to congratulate Cagney and to thank him for saving his life with the loan of the iron lung, is the swindled bookie.

Now sure of his destiny, Cagney goes on to bigger things, breaking up his lawyer's marriage, running for boss of the international against tough gangster Nehemiah Persoff, and engineering a complex scheme to steal a case of watch movements to finance a recreation center for the union, then confessing the theft to earn the gratitude, and votes, of the members.

Aiding and abetting the irrepressible Cagney through most of the romp are Shirley Jones of "Oklahoma" and "Carousel" fame who plays the lawyer's wife and the object of Cagney's affections; Roger Smith, young, personable and properly confused as the lawyer; and a brand new talent, Cara Williams, red-haired and seductive, who sings one of liveliest musical numbers of the picture, "I'm Sorry—I Want a Ferrari," with a verve that will be long remembered.

The production is studded with gags and situations of a kind to make audiences remember them with pleasure and repeat them to their friends with enthusiasm. The musical numbers, words by Maxwell Anderson and music by Allie Wrubel, range from the title song, sung by Cagney, through the "Ferrari" number mentioned to "It Takes Love to Make a Home," a spoof of a television commercial by Miss Jones. Aaron Rosenberg was the producer. CinemaScope and Eastman color add production value.

All in all, it's a happy picture, destined for happy box office. Running time, 92 minutes. General classification. March release.

JAMES D. IVERS

Loew's Theatres

(Continued from page 1)

Allied States Association for permitting divorced circuits to acquire new theatres.

A hearing has been set tentatively for March 3 before Judge Palmieri. Justice officials refused to discuss in advance their likely stand.

Both theatres would be leased from Mrs. L. Cochevetty. Loew's would acquire a lease on the Starlight Drive-In, half way between South Bend and Elkhart, and a sublease on the Moonlight Drive-In, about three miles south of South Bend.

'Rally' Big in N.H.

NEW HAVEN, Conn., Jan. 28.—20th Century-Fox's "Rally Round the Flag, Boys!" opened at the Poli Theatre here over the weekend to grosses that were better than "The Young Lions," which played the house Easter Sunday. The three-day gross for "Rally" was $9,264, and Saturday's take of $3,814 was the largest Saturday at the Poli Theatre since "The King and I."

'Hanging Tree' to Roxy

Warner Brothers' "The Hanging Tree" will have its world premiere at the Roxy Theatre here following the current engagement of "The Perfect Furlough."

11 Directors Named

(Continued from page 1)

three of whom are not now members of the board.

The three new nominees are Charles A. Barker, Jr., A. J. Gock and Eugene V. Klein.

The other members are John B. Bertero, B. Gerald Cantor, Samuel Firks, Charles L. Glett, Willard W. Keith, Richard W. Millar, Jack M. Ostrow and Graham L. Sterling, Jr.

NTA Directors Slated

The meeting notice also states that if the company's plan to acquire National Telefilm Associates, which was approved at a special meeting of stockholders on Jan. 8, is completed, NT will increase the number of its directors by at least four. The board then wishes to elect Ely A. Landau, Oliver A. Unger, Burt Kleiner and William H. Hudson as directors. All are presently directors of NTA.

Such an election cannot take place until after Feb. 17 because the NTA stock exchange offer will not be completed until after then.

'Rally' a Hit in N.O.

NEW ORLEANS, Jan. 28—Leo McCarey's "Rally Round the Flag, Boys!" a 20th-Fox release, is continuing the strong boxoffice pace set by its four-day opening figure of $14,378 at the Saenger Theatre here.

FIRST!
With the Greatest Exploitation Title in Years!

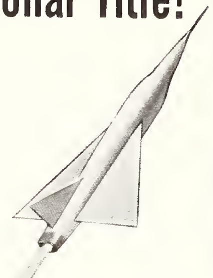
M-G-M's
FIRST MAN INTO SPACE
THE $1,000,000 TITLE!

Be FIRST with this spectacular adventure-drama of the first man in history to be rocketed into the terrifying unknown of outer space. Packed with surprise, suspense and built-in showmanship.

M-G-M's

FIRST MAN INTO SPACE

The Million Dollar Title!



The spectacular adventure drama of the first man in history to embark on the most dangerous and daring mission of all time. Packed with surprise, suspense and built-in showmanship.

REVIEWS

Intent to Kill

20th-Fox—CinemaScope

HARTFORD, Jan. 28

Richard Todd and Betsy Drake, to cite but two of the principals known to American audiences, act out a taut, suspenseful melodrama against a contemporary Canadian setting. The Adrian D. Worker production was directed by Jack Cardiff, from a Jimmy Sangster screenplay, as based on a Michael Bryan novel.

A topical subject is at hand: The president of a South American republic (Herbert Lom) arrives at a Canadian point for a delicate brain operation; accompanying him is his wife, Lisa Gastoni. Warren Stevens (he's an American and has been seen in numerous crime melodramas) and three killers appear, their primary mission, on orders from Lom's home opposition, to kill the president.

Two medicos—Todd and Alexander Knox—are assigned to the case. Todd's wife, it's soon learned, is home in England and prepared to do her worst blackmail-wise, if he refuses to return to London and maintain what's described as a "society practice."

As matters wend their inevitable way to the fadeout, Todd resolves not to return to London, states his love for Miss Drake, and then aids and abets Knox and other authorities in apprehending the Stevens goon squad.

Running time, 89 minutes. Adult classification. Release, in February.

A. M. W.

City of Fear

Columbia

HARTFORD, Jan. 28

Atomic matters are mixed with crime and criminals in "City of Fear," a Leon Chooluck production, directed with astute touches by Irving Lerner.

Working from a Ritch and Robert Dillon screenplay, this Columbia melodrama concerns one Vince Edwards, prison-hardened, cynical, disillusioned in many ways of life. Escaping from behind bars, carrying what he believes is a cylinder containing pure heroin worth half a million dollars, Edwards skilfully eludes a police dragnet and reaches Los Angeles, where he renews acquaintance with girl friend Patricia Blair.

The gendarmes aren't asleep at the switch, of course; the search continues, but just where the elusive Edwards could have disappeared to makes for conjecture. Police authorities, including Lyle Talbot (and here's a face that will be easily associated with this type of action drama) and John Archer (a romantic lead in the now-gone Republic days) learn, to their consternation, that Edwards' cargo contains enough radioactive cobalt to endanger every Angeleno once the lid is popped off. Moreover, Dr. Steven Ritch, a radiology expert, tells police that Edwards is doomed to die of radiation even if the cargo remains unopened because of his extended exposure.

The tempo steps up considerably as the gradually-slowing-down Edwards, now coughing and sweating, makes a contact with narcotics racket boss Joe Mell. Geiger counters, a latter-day aid in police detection, are pressed into use, as the Edwards quest narrows down to a given region. A now desperate Edwards strikes out, killing Mell. Police close in on Edwards, dying, in a luncheonette. Los Angeles is left devoid of panic, smog notwithstanding.

Properly exploited this entry can garner some brisk trade.

Running time, 81 minutes. General classification. Release, in February.

A. M. W.

400 Theatres Slate 'Ten' Dates Next Month

More than 400 circuit-operated and independent theatres throughout the country next month will open special engagements of "The Ten Commandments," Edward G. Chumley, U.S. and Canadian sales manager for the picture at Paramount, said yesterday. Paramount has prepared for use in connection with these and other local special engagements of the picture a new elaborate 12-page pressbook presenting extensive campaign material that underscores the fact that the film comes to the local theatre "intact and uncut."

Among the major circuits that will have theatres playing "The Ten Commandments" next month are: Bijou Amusement, Blumenfeld Theatres, Chakeres Theatres, Comerford Circuit, Commonwealth, Cooper Foundation, Dickinson, Fabian, Fox Intermountain, Fox Midwest, Fox West Coast, Frontier Theatres, Interstate of Boston, Kerasotes Theatres, Lippert, Milgram Booking, New England Theatres, Northio, Schine Circuit, United California Theatres and Wilby-Kincey.

Weltner on Tour

George Weltner, vice-president in charge of world sales for Paramount, will leave here today on a month-long business tour of South and Central America to hold meetings with branch managers and leading theatre operators on forthcoming product. His first stop is Rio de Janiero. He then goes to Sao Paulo, Brazil, on Feb. 4; Buenos Aires, Feb. 6, and Santiago, Chile, Feb. 10. He will be in Lima, Peru, from Feb. 13 to 17, and will arrive in Panama on the latter date. Weltner will return to New York on Feb. 23.

Royal Buys Leased Units

WAYNESBORO, Miss., Jan. 28.—The A. L. Royal Circuit, which for the past 15 years has operated the Royal and Princess Theatres here under lease from J. O. Bunch, recently deceased, has purchased the properties outright. The Princess will be sold for another type of business, while the Royal will be completely remodeled.

Seven Stars Added to 'Oscar' Show Roster

From THE DAILY Bureau

HOLLYWOOD, Jan. 28. – of seven additional stars wh appear on the 31st annual Ac Awards presentation April 6, announced by the show's pro Jerry Wald.

June Allyson, Louis Jourdan Novak, Laurence Olivier, Milli kins, Dick Powell and Mort have been added to the all-sta he said.

Cinematograph Has New 70mm Project

Cinematograph International New York, has been appointed sive distributor in the U. 70/35mm projectors manufactu Cinemeccanica of Milan, Italy equipment can be supplied in a age" that includes sound for a tems, complete booth equipme screen installation. Cinematogra announcement points out, is a clusive distributor of Ampex ma and optical sound systems.

Projection-Shift in 60 Seco

The dual projectors, called X, have been installed in many of Europe, as well as in the East and South Africa. The ann ment states that complete chang 70mm to 35mm projection c made in less than a minute.

Ascap to Honor Herb On 100th Annivers

The American Society of Com Authors and Publishers on Sund pay tribute to Victor Herb numerous cities, including New Washington, Los Angeles and ago. Feb. 1 marks the 100th an sary of the birth of Herbert, the founders of the associatio

Prior to Sunday's ceremonie Cunningham, Ascap president, day will appear on the Pete Hayes television show over NB

Deems Taylor, past president society, will discuss Herbert "Name That Tune" program over CBS-TV.

Tudor Acquires 'Cr

Tudor Pictures has acquire British film, "A Cry from the S for American distribution. Pic slated to open at the Guild sometime in March. Howard man and Eugene Cogen have named to handle publicity and tion on the film, according to Kerman, Tudor president.

Stevens Coming He

George Stevens, who produc directed "The Diary of Anne will fly here from Hollywood ea month to screen the first print picture for 20th Century-Fox ho fice executives.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 20 NEW YORK, U.S.A., FRIDAY, JANUARY 30, 1959 TEN CENTS

tal Meets

ied 'White per' Drive Last Phase

eek Congressional of D of J Action

By SHERWIN KANE

SBURGH, Jan. 29. – A pro- culminating Allied States' paper" campaign will get un- in Washington within the weeks when the first of a meetings will be arranged small groups of Allied re- fficials from many parts of the with their Congressmen and here.

mall group meetings will be close intervals until all Allied as many sections of the as exhibitor representation rranged for, have met in the capital with their representa- re.

contentions of the "white which basically are that the Department has not enforced eral consent decrees in the anti-trust case adequately, gone over in the small meet-

(Continued on page 4)

Improvement of Press Relations

Special to THE DAILY

BURGH, Jan. 29. – Allied ften agitated press relations, to improve them, were sub- extended discussion at the board of directors meeting

(Continued on page 4)

er Leaves Monday orld Tour

W. Kastner, president of Co- Pictures International Corp., ere Monday on a round-the- p to Columbia offices in the and Europe. He will be ac- d by Bert Obrentz, assistant anager of the international

(Continued on page 2)

SION TODAY—page 5

'Curtain Up' Feature For German Newsreel

The German UFA Newsreel, which is imported and distributed in this country—by the Casino Film Exchange, Inc., will start to feature a special weekly section called: "Curtain Up." This section will contain news items pertaining to East Berlin and the East German Zone.

Special stress will be placed on the "human problems" arising out of Germany's disunity rather than on political issues. In the U. S. the UFA newsreel is shown in some 20 theatres, including the 72nd St. Playhouse here.

Ling, Altec Agree on Terms of Acquisition

An agreement on terms for the acquisition of Altec Companies, Inc., stock by Ling Electronics, Inc., was announced jointly by board chairman James J. Ling of Ling Electronics, and G. L. Carrington, chairman of the board of Altec.

Upon completion of the acquisition, Altec Companies, Inc., and its subsidi-

(Continued on page 2)

FPA Re-Elects All Officers and Board

Nathan Zucker, president, and all other officers and directors of the Film Producers Association of New York have been re-elected for 1959. Lee Blair is again executive vice-president; Judd Pollack, first vice-president; Robert Crane, second vice-president

(Continued on page 5)

Flick Is Scored On Censorship

Dr. Hugh M. Flick, executive assistant to the Commissioner of Education of New York State, is assailed for his support of censorship of motion pictures in a letter sent to him by Ken Clark, Motion Picture Association vice-president, the text of which was released here yesterday. Flick is also taken to task in the letter for advocating the statutory classification of films and for criticism of the industry's Production and Advertising Codes.

Clark tells Flick that he has been "distressed" to read statements in the press by Flick in support of these measures. "Taking this position," Clark says, "you are standing for a further abridgement of freedom of expression, to the detriment and perhaps fatal impairment of the principles of our government and our way of life. Secondly, from your actual experi-

(Continued on page 4)

FBI Turns Over 53 Pirated 16mm Prints

The Federal Bureau of Investigation has turned over 16mm prints of 53 feature pictures which had been put on the market without the authority of the major distributors to Sargoy & Stein copyright counsel nationally for the film companies. The prints will now be returned to the copyright owners or their authorized distributors.

Preliminary investigation by Sargoy & Stein indicated that a large block of the 16mm prints were on the market without authority and further investi-

(Continued on page 2)

New Producer Zanuck to Go on Road For Extensive 'Compulsion' Promotion

By JAMES D. IVERS

Richard Zanuck, newest producer in Hollywood and on the basis of his first picture, "Compulsion," one who will cause considerable excitement, will go on the road for four weeks preceding key city openings in March. Meeting the trade press at a luncheon conference yesterday, young Zanuck concurred with the premise put forward by Charles Einfeld that "no producer today can make a picture today and then say he's through with it." He and his wife, former actress Lily Gentle, take to opinion-making groups, lecture to college classes, speak at youth forums and make themselves available for interviews to the press, radio and television in key cities from coast to coast.

The tour will start in mid-February and will be supported by promotion activities in each of the key cities where "Compulsion" will open for Easter dates. Special screenings will

(Continued on page 2)

On March 2

TOA Officials Will Meet with Congressmen

Extend Mid-Winter Session To Talk With Legislators

Members of the board of directors and executive committee of Theatre Owners of America will seek appointments with their Congressmen and Senators to consult with them on film industry problems during the mid-winter meeting of the board and committee in Washington, D. C.

For that purpose the meeting has been extended to three days instead of two, George G. Kerasotes, TOA president, said yesterday. The session, originally set for March 1 and 2, will continue through March 3 at the Mayflower Hotel there. Monday morning, March 2, is to be set aside for visits by the TOA executives to Capitol Hill.

Topics to be discussed with the legislators as well as taken up in the TOA board sessions include toll-tele-

(Continued on page 4)

Fabian Cites ACE at William Goldman Fete

Special to THE DAILY

PHILADELPHIA, Jan. 29. – The American Congress of Exhibitors is the greatest hope of restoring not exhibition alone, but the entire industry, to a prosperous state, Si H. Fabian, president of Stanley Warner and ACE chairman, told an overflow crowd of 425 prominent industryites at the

(Continued on page 5)

Youngstein Elected to ISS Branch Board

Max E. Youngstein, United Artists vice-president, has been elected to the board of directors of the American branch of International Social Service.

Youngstein has been associated with the organization for a number of years in various volunteer capacities. In 1958 he served as entertainment co-chairman for the annual charity sponsored by WAIF/I.S.S. the organization's international adoption division and the largest service of its kind in the world.

PERSONAL MENTION

ROBERT S. FERGUSON, Columbia advertising-publicity director, returned to New York from Pittsburgh yesterday accompanied by JO MORROW and EVY NORLUND, who are on a Columbia "new faces" tour.

•

MORT ABRAHAMS, director of programming and production for National Telefilm Associates, left here yesterday on a two-week trip to the West Coast.

•

JACK LEVIN, president of Certified Reports, Inc., is visiting his Central and Lake Division offices.

•

RUBE JACKTER, Columbia vice-president and general sales manager, returned to New York last night from Pittsburgh and Philadelphia.

•

STEVE BARCLAY, president of Barclay Films International, will leave Hollywood today for Sao Paulo, Brazil.

•

DOUGLAS AMOS, general manager of Lockwood & Gordon Enterprises, Boston, has left there for a vacation in Mexico.

•

SID NEWMAN, of Magna Theatre Corp., has returned to New York from Hartford.

•

SAM GALANTY, Columbia district manager, returned to Washington yesterday from Pittsburgh.

•

MEL RYDELL, assistant to NED CLARKE, Buena Vista foreign sales manager, has returned to New York from Hollywood.

•

LENORE EDELSTEIN, secretary to CHARLES EINFELD, vice-president of 20th Century-Fox, will be married in June to PHILIP SHERMAN of New York.

•

DON FELIX, of the Milford (Conn.) Drive-in Theatre, has returned there from Florida.

•

WILLIAM COETZ and CHARLES VIDOR have returned to New York from Paris and will leave here next week for Hollywood.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., has returned to Atlanta from Texas.

•

ROBERT M. STEINBERG, vice-president of New England Theatres, Inc., has returned to Boston from Hartford.

Richard Zanuck to Go on Road

(*Continued from page 1*)

also be set up in connection with the interviews.

As a kind of warm-up for the swing around the country Zanuck showed the picture last week to the national convention of district attorneys at Sun Valley, Idaho, and garnered enthusiastic comments from prosecuting lawyers from both large and small cities and towns. A discussion lasting an hour and a half followed the screening with all of the lawyers intensely interested whether or not they were in favor of the picture's main point—an argument against capital punishment.

Zanuck, who has served for three years as vice-president of his father's Darryl F. Zanuck Productions, has not previously produced any picture on his own although he assisted on "Island in the Sun" and has been working on "De Luxe Tour."

He owns the rights to William Faulkner's "Requiem for a Nun" which opens tonight as a Broadway play, and will produce that as his next assignment.

Kastner Off Monday

(*Continued from page 1*)

company. First stop on the tour, which will take several months, will be Tokyo, where Kastner will meet with Michael Bergher, vice-president and supervisor of the Far East and Australasia.

Selling plans for Columbia's 1959 lineup in the Far East will be laid at the Japan meetings, and discussions will concentrate on the current sales drive throughout Columbia International's world organization which honors Abe Schneider, president of Columbia Pictures, the parent company.

Following their stay in Tokyo, Kastner and Obrentz will visit Manila, Hongkong, Saigon, Bangkok, Calcutta, Bombay, Beirut, Athens, Rome, Paris and London.

FBI Turns Over 53

(*Continued from page 1*)

gation by the FBI here and in other states led to the person in possession, from whom the prints were obtained for return to the owners.

Pictures involved included features released by Loew's, Warner Bros., 20th Century-Fox, Universal, United Artists, RKO, Allied Artists and Columbia over the last 20 years, although the bulk of the pictures was produced in the 1950's.

Among the latter were such titles as "Mr. Roberts," "Tender Trap," "High Noon," "Quo Vadis," "Lili," "Summertime," "Barefoot Contessa," "Serenade," "Broken Lance," and others.

DeMille Story in 'Life'

The story of Cecil B. DeMille's life and work is featured in the Feb. 2 issue of "Life" magazine. The dramatically expansive Exodus scene in his "The Ten Commandments" receives particularly prominent pictorial attention in the feature, which touches on virtually every important milestone in the life of the late master film-maker.

"DeMille's legacy of Epics: His Work and His Life" is the title of the article.

Ricketson Eisenhower Choice for D.C. Post

From THE DAILY Bureau

WASHINGTON, Jan. 29. — Frank H. Ricketson, Jr., vice-president of National Theatres, was one of 15 members named by President Eisenhower to constitute the board of trustees for the National Cultural Center which is planned for the District of Columbia.

The board, set up by Congress last year, is charged with raising funds for the center and operating it. Ricketson was one of three people named to the longest possible term, for 10 years.

Un-American Activities Unit to Stay; Fund Voted

From THE DAILY Bureau

WASHINGTON, Jan. 29. — The House has voted $327,000 to continue the work of the House Un-American activities committee.

Rep. James Roosevelt (D., Calif.) said he would nonetheless continue his almost-hopeless fight to abolish the group.

Schnee Quits Columbia

HOLLYWOOD, Jan. 29. — Charles Schnee is leaving Columbia Pictures as producer under amicable terms, concluding a pact which had one year more to go for his Charles Schnee Productions, Inc. He indicated he will concentrate future activities on writing as well as producing.

Fox Dividend 40c

The board of directors of 20th Century-Fox yesterday declared a quarterly dividend of 40 cents on the outstanding common stock payable March 28 to stockholders of record March 13.

Ready 'The Alaskans'

HOLLYWOOD, Jan. 29. — John Lee Mahin and Martin Rackin have started preparations for the 20th-Fox release of "The Alaskans" which will star John Wayne.

Winking Girl Is Ad Enou
For 'Gigi,' Says MGM

The ad for "Gigi" in the papers today and Sunday will fe a motion picture advertising in tion—no title, just the symbol o winking girl.

MGM prepared the ad for the ton Theatre. The Arthur Freed duction of the Lerner-Loewe m has been racking up exceptic heavy grosses at the Sutton for three months. Before that, it p for six months at the Royale Th

The symbol has become so fa in New York, says MGM, tha advertisement can eliminate the of the film and still be instantly ognized as an ad for "Gigi."

Ling, Alte

(*Continued from page 1*)

ary, Altec Lansing Corp., will operate as subsidiaries of Ling tronics, Inc., and Altec Servic will continue as a division of Companies, Inc. There will b change in the commercial opera management, name or policies Altec Companies.

Both G. L. Carrington and Ward, Altec president, will conti direct Altec's operation. C. S. Pe vice-president of Altec Comp Inc., will remain in charge of the ice operations, with headquart New York.

Netherlands Monarc
Invited to 'Diary'

Queen Juliana and Prince Ber of The Netherlands are being i by 20th Century-Fox to atten world premiere of George St "The Diary of Anne Frank," will be held at the Palace T here on March 17. Amsterdam Netherlands, forms the backg against which the adaptation stage success is set.

The film company will reque Department of State to issue a invitation to the monarchs to ma premiere part of an official stat to the U.S. this spring.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
FRANK SINATRA · DEAN MAR
SHIRLEY MacLAINE
"SOME CAME RUNNIN
A SOL C. SIEGEL PRODUCTION from M-G
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

FREE

To Theatre Managers and Projectionists

NATIONAL PROJECTOR
TRADE-MARK
CARBON BULLETINS

The Carbon Arc
...for brighter screens
NATIONAL
PROJECTOR
CARBON
BULLETINS

These interestingly written and graphically illustrated bulletins are designed to assist all those interested in obtaining the finest screen light available today. They cover the operation of arc carbons for motion picture projection and allied subjects.

Some of the subjects to be covered are:

- **THE CARBON ARC—What it is—What it does**
- **TERMS—Light sources and screen illumination**
- **SCREEN LIGHT CHECKING**
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Be **FIRST** with this spectacular adventure-drama of the first man in history to be rocketed into the terrifying unknown of outer space. Packed with surprise, suspense and built-in showmanship.

Study Improvement of Allied Press Relatio

(*Continued from page* 1)

here, departing Allied officials revealed today.

Upshot of the development appears to have been that national Allied in the future will have no unofficial nor unidentified "spokesmen" such as those responsible for this story. Organization news will channel through Horace Adams, president, and Abram Myers, chairman and general counsel. Affiliated regional organizations will, of course, continue to speak for themselves but, should they have news or information of general trade interest and having a bearing on Allied's national activities, they are being asked to forward it to Adams or Myers for general release.

Personal Letters Embarrassing

There was some discussion, it was learned, of the practice of a very few Allied officials in making public copies of semi-personal letters to industry figures, with the inevitable result that, through the writers' identities, their epistles take on the character of official Allied documents, views, or policies, whereas, in fact, they rarely are.

Called 'Disconcerting'

Comment of a number of long-time Allied members at this week's drive-in convention here, indicated that this phenomenon at one time or another has been disconcerting or outright confusing to rank-and-file Allied members and others.

However, it appears that Allied board members feel there is no way of muzzling individual associates, no matter how eccentric their public expressions, and no serious attempt to do so is likely to be made. What is hoped for is that in future personal pronouncements, the individuals concerned will take the trouble to identify their personal expressions as their own, and not Allied's.

Worried About Allied Coverage

Some Allied officials as well as a number of rank-and-file conventioneers here feel that in many instances rival exhibitor organizations su Theatre Owners of America, g more attention, and more helpful licity, from the trade press gen than does Allied.

These, of course, fail to tak account the fact that Allied h official spokesman in New Yor center of trade paper publishing may be contacted for regular or who is authorized to comme important developments. TOA, other hand, maintains headquar New York, as do two other imp exhibitor organizations — Indepe T.O.A. of New York and Metrop M.P.T.O. of N.Y.—and retains perienced, full-time public rel officer.

Cost of Office a Factor

That Allied has given some th to trying to match these adva of TOA's, rather than blame the papers for the situation, is ap But one high Allied officer her "We just can't afford it under e conditions."

TOA Officials

(*Continued from page* 1)

vision; Army-Navy pre-release; post '48 films; relief from the Consent Decrees; and the program of the American Congress of Exhibitors.

Kerasotes said the meeting will provide TOA with a unique opportunity to cement friendships and establish closer liaison with Congress, particularly since so many of the industry's problems will need either the support or agreement of governmental agencies.

TOA also will be host to Congressmen and Senators at a cocktail party at the Mayflower on the night of March 2.

Brylawski, Goldman in Charge

Appointments for the board members to see their Congressmen on Monday morning will be set up by A. Julian Brylawski, president, and Marvin Goldman of the Motion Picture Theatre Owners of Metropolitan D. C. as the TOA heads indicate they will attend the mid-winter sessions.

Flick Scored

(*Continued from page* 1)

ence I feel that you must really know better; and in your present position, if you are true to American educational values, you would, I think, be on the side of freedom and not on the side of repression."

Censorship is a "weapon of totalitarianism," the MPA official states, adding, "We in the United States should no more borrow it than we would borrow communism from the Soviet Union."

Clark goes on to call film censorship "a deceit upon the people of New York" and asks Flick to "employ your vast influence to abolish censorship in New York rather than to compound the existing felony on the people of your state."

AIP Appoints Goodman As Advertising Agency

From THE DAILY Bureau

HOLLYWOOD, Jan. 29.—American International Pictures will step up its promotion with the appointment of the Goodman Organization as its national advertising agency, it was announced by James H. Nicholson and Samuel Z. Arkoff. The appointment is effective with the "Daddy-O" and "Road Racers" program, plans for which are now being finalized.

Mort Goodman the 'A.E.'

AIP's first national agency, for which Mort Goodman, president, will serve as account executive, will make all television and radio time purchases throughout the country for the company's product. It will work also with networks and stations on special promotional activities pegged on AIP releases. Goodman will work directly with Nicholson, Arkoff and Richard McKay, AIP director of advertising, on the company's national campaigns.

Okun's Anniversary

Charles Okun, in charge of theatrical sales for Coca Cola, returned to New York yesterday from the Allied States drive-in convention in Pittsburgh where the company had prominent exhibit booth space at the convention trade show. Coca Cola also sponsored the convention banquet Wednesday night.

Okun last week observed his 35th anniversary with Coca Cola, and was feted by office associates on that occasion.

Harmon, Yordan to Col.

HOLLYWOOD, Jan. 29.—Sidney Harmon and Philip Yordan will co-produce four pictures for Columbia release for the next two years. Properties now are being selected.

'White Pap

(*Continued from page* 1

ings, and will be reviewed agai at a larger meeting of regional officials with Congressional re tatives from their home territor

Aim Is Investigation

The objective of all of th sions naturally will be to fam the Congressmen with the Allie plaints, with exhibitor problen their hope for Federal coope The latter, Allied leaders hop take the form of an examinat some appropriate Congressiona mittee into the Allied "white charges against Justice.

Although Allied officials ren here today after the close of lied national drive-in conventi clined to identify the group the will take action, observers bel could be either the House or judiciary committees. Allied the backing of an outstanding figure, unidentified as yet, "white paper" hearing.

'Final Steps' of Campaig

The Allied officials here the next moves in Washington final steps in the "white paper"

"As many legislators as can be contacted have been aware of the Allied position. T step is to get action in Washi one Allied leader said.

Plan Remodeling

BEVERLY HILLS, Calif., J Plans are being made for rem of the Beverly Hills Music Hal tre here, according to Sydney managing director of the Herbe ner Theatre Circuit. The circ take over the house this sum may operate it on a two-a-da ticket basis.

elevision Today

nley Bill for Rein on Television aws Comment from Kelly, Flick

Special to THE DAILY

3ANY, N. Y., Jan. 29.—As legislative circles buzzed with comments the first television censorship bill introduced here, by Assemblyman A. Manley, Fredonia Republican, two diverse opinions were expressed.

Assemblyman Daniel M. Kelly, Manhattan Democrat-Liberal, called it "an unnecessary measure, since children seldom view television alone; the parents are present to control the sets."

Dr. Flick Studies Text

Dr. Hugh M. Flick, former director of the State Education Department's motion picture division and present executive assistant to State Education Commissioner James E. Allen, Jr.—after inspecting an original copy of the measure, said:

"It is significant when, in 1959, a serious legislator introduces a serious bill on television. The handwriting is on the wall. Some form of television control is desirable."

Assemblyman Kelly stressed that he had not yet seen a copy of the measure.

Calls Premise Theoretical

Dr. Flick agreed that, theoretically, parents control what youngsters shall see on television. Practically, he believes that in a number of cases, the parents do not—for one reason or another—excise this program guidance.

Assemblyman Kelly asserted that if parents do not "control" television for their offspring, then "everything falls down" and further discussion seems futile.

ho's Where

ert E. **Richer** has been named ·ount executive for NTA Spot **David Polinger,** the division's l manager, announced. He has assigned to the organization's York headquarters. Richer has ssociated with Bill Grauer Pro- as, Inc., as sales manager.

☐

atore Iannucci and **Bernard** have been named to newly- executive posts in the CBS ion Network Business Affairs ment, it was announced by **Coleman,** director of business Iannucci becomes director of ts—talents and rights, and is appointed coordinator of n costs.

☐

nan Racusin, director of , pricing and planning for the Television Network, has been ed director, business affairs, network, it was announced **ert E. Kintner,** president of Racusin, in addition to assum- responsibility for business af- vill continue in an acting ca- as director of budgets, pricing nning.

☐

. **(Bud) Rukeyser, Jr.,** has been press editor, news and public to head a newly-created unit NBC Press Department, it was ced by **Ellis Moore,** director, and publicity. The unit will all publicity for NBC News, affairs and educational televi-

☐

intment of **Robert D. Kasmire** dinator, special projects, cor- planning, was announced by R. **Cooper,** director, corporate g, for NBC.

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UIQLEY PUBLICATIONS
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MacLeish TV Drama Scheduled By NBC

"The Secret of Freedom," a first television drama by Archibald MacLeish dealing with democracy's worldwide rivalry with communism, will be presented in a full-hour telecast on the NBC-TV Network, it was announced by Robert F. Lewine, vice-president, in charge of NBC Television Network Programs.

First of Two Programs

"The Secret of Freedom" will be filmed by NBC, starting in March, and will feature outstanding actors of the theatre and motion pictures. The program will be presented on a date to be announced. It will be the first of two full-hour programs on democracy versus communism to be produced and directed by Robert D. Graff.

'Action' Starts Feb. 8

"Deadline for Action," an adventure series starring Dane Clark, will be presented over the ABC-TV Network Sundays, 9:30-10:30 P.M., EST, starting Feb. 8.

Fabian Cites

(*Continued from page 1*)

testimonial luncheon here today to William Goldman.

The Pennsylvania Amusement Industries Assn., sponsor of the lunch, is credited with having eliminated the entire Philadelphia tax on theatre admissions during Goldman's three-years as its president.

Other speakers in addition to Fabian included Sen. Wayne Morse (Ore.), who substituted for Pennsylvania's Sen. Joseph Clark, who was unable to be present, and Mayor Richardson Dilworth. The latter hailed Goldman as a "great civic benefactor."

Has Faith in Future

In his response, the prominent local showman expressed faith in the industry's future, saying that if all its members pull togehter it is sure to stage a complete recovery.

Among out-of-town guests present were William J. Heineman, United Artists vice-president; Rube Jackter, Columbia vice-president; Alex Harrison, 20th Century-Fox general sales manager; Sam Rosen, Stanley Warner executive vice-president; Harry Kalmine, Mo Silver and Frank Damis, S-W officials, municipal and state court judges and other dignitaries.

FPA Reelects

(*Continued from page 1*)

representing associate members; Henry Strauss, secretary; and Edward J. Lamm, treasurer.

Board members include David I. Pincus, Peter J. Mooney, Walter Lowendahl, Robert L. Lawrence, and Harold Wondsel, all past-presidents, and F. C. Wood, Jr., and Stephen Elliot. Legal counsels remain John Wheeler and Herbert Burstein.

PEOPLE

Jack Kirsch, president of Allied Theatres of Illinois, again has been named chairman of the theatre and amusements division of the 1959 drive for funds for the Chicago Council, Boy Scouts of America. It is his tenth year in the post.

☐

Joseph L. Tames, formerly service manager for Pathe Laboratories, has joined Movielab Film Laboratories as a member of its customer service department.

☐

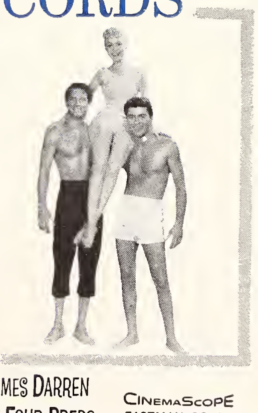
Edward G. Stamboulian, who for the past 12 years has been assistant manager of motion picture sales in the motion picture division of Ansco, the photographic manufacturing division of General Aniline and Film Corp., has been appointed marketing manager for the Ansco motion picture division.

History of United Artists

Arthur Mayer, former exhibitor and now industry sage and observer, and Arthur Knight, author of "The Liveliest Art" and critic for the Saturday Review of Literature, will collaborate on a new book with the working title "The Lunatics Have Taken Over the Asylum." The book, to be published by Macmillan, will be a history of United Artists from its formation in 1919 to its present administration.

'Tree' Here Feb. 11

Warner Bros.' "The Hanging Tree" will have its world premiere at the Roxy Theatre here on Wednesday, Feb. 11.



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EASTMAN COLOR

Screenplay by GABRIELLE UPTON • Based on the novel by FREDERICK KOHNER
Produced by LEWIS J. RACHMIL • Directed by PAUL WENDKOS

The industry goes for GIDGET for Easter!

McCall's Advertising Revenue and Linage

up in January

up in February

up in March!

Advertising... **McCall's is the only major women's magazine to show gains over 1958 in both advertising revenue and linage in each of the first three months of 1959.**

Circulation... On top of a record-breaking December issue, January McCall's has beaten the same issue for 1958.

Editorial . . . For 1959, McCall's editors already have made the largest money commitments for editorial material in the history of women's magazines. This editorial program calls for an increased number of pages — and the greatest number of editorial pages with four-color printing of any magazine in the world.

In 1958, incidentally, McCall's carried more than 22,000 editorial lines on motion pictures—more than three times as much as the other two major women's magazines combined!

• • •

Today, and throughout 1959, McCall's offers advertisers more than ever before—in quality, in quantity, and in influence with millions of women and their families.

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...CIRCULATION NOW MORE THAN 5,300,000

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ure Films
: Military
h Rapidity

nell Explains Plan
ange Release Method

tors and distributors will co-with the Armed Forces to e that all films will be avail-nilitary theatres just as soon lear commercial theatres un-program developed by Thea-rs of America to change the nethod of releasing films to ry. This was revealed at the by Robert J. O'Donnell, of the TOA Army-Navy pre-ommittee, in giving details mmittee's proposals.

nell, the members of his com-

Continued on page 7)

May Roadshow
etz' 'Cordura'

By FLOYD STONE

Picture on Page 3)

ers William Goetz and Vidor, and Columbia vice-Paul Lazarus, Jr., talked to Friday over luncheon in any's board room. The sub-e many, but the emphasis oetz's "They Came to Cor-

ontinued on page 3)

ACE Meeting
for Tomorrow

pecial to THE DAILY

LE, Feb. 1.—Dwight Sprach-ttle, and Joe Rosenfield of co-chairmen of the American of Exhibitors in the Seattle area, will sponsor a meeting

Continued on page 7)

TRADEWISE
on page 2

evision Today
on page 11

Paramount Studio to Operate 'At Capacity'; Five Shooting Now, Plan to Continue Pace

From THE DAILY Bureau

HOLLYWOOD, Feb. 1.—Paramount, which has five pictures shooting on the lot at the present time, plans to back them up with a continuing program that will keep studio facilities operating at capacity, studio officials said at the weekend.

The schedule calls for at least three and as many as five films to be before the cameras throughout the first six months of the year, with overlapping start dates insuring against slack. Plans for the latter part of the year envision continuation of this pace, it was stated.

Currently shooting are "One-Eyed Jacks," "Don't Give Up the Ship," "But Not for Me," "Heller with a Gun," and "The Jayhawkers." Hal Wallis plans to start "Career" on Feb. 16, and Alfred Hitchcock has set a tentative April 15 date for "No Bail for the Judge." A Jerry Lewis picture is set for spring, and Carlo Ponti and Marcello Girosi will begin "Maria I" (tentative title) as soon as "Heller with a Gun" winds up shooting.

Scheduled to start in September are "Breakfast at Tiffany's" and "The Rat Race." Meanwhile two films are to be shot abroad this year, "Bay of Naples" in Italy and "The Mountain Is Young" in Nepal.

German Catholic Unit Hits Morals of Films

Special to THE DAILY

DUESSELDORF, Germany, Jan. 26 (By Air Mail).—The German Catholic Film Council said the moral standard of motion pictures in 1958 was lower than ever before. It said that only 46 out of 100 films reviewed were "worth seeing." It advised against 41 movies

(*Continued on page* 7)

NSS Appoints Welsh To Special Division

Charles L. Welsh has been appointed home office sales representative for the special films division of National Screen Service, it was announced at the weekend by Burton E. Robbins,

(*Continued on page* 2)

'U' Schedules Nine Regional Sales Meets

The four regional sales managers of Universal Pictures will today start a series of nine regional sales meetings with the first three taking place in Dallas, Detroit and Philadelphia, to be followed by meetings Thursday in San Francisco, St. Louis, Chicago and Boston, and next Monday in Minne-

(*Continued on page* 7)

Johnston Sets Meets On Problems in Japan

Eric Johnston's five-week tour of the Far East, on which the Motion Picture Export Ass'n. head departs from here Wednesday, is especially timely insofar as Japan is concerned, for it comes as

(*Continued on page* 3)

REVIEW:

The Journey

Alby Production—M-G-M

Anatole Litvak's "The Journey" is a melodrama that at the same time possesses qualities that are novel as well as others that are conventional. The two are shrewdly combined to give this Metrocolor film a strong start at the box office which will be further augmented by the popularity of its two stars—Deborah Kerr and Yul Brynner, who co-starred once before in "The King And I."

What is especially novel about the picture is the background of the

(*Continued on page* 7)

In New York

ACE 'Action' Meet Set for Mid-February

Executive, All Six Project Groups Launch Program

Full membership meetings of the executive committee of the American Congress of Exhibitors and the six committees assigned to its program projects will meet here in about two weeks to activate major phases of the program.

Uppermost are meetings of ACE representatives with heads of production-distribution companies and possible early sessions with Congressional groups or other Federal government units. In addition, first steps to get ACE's other projects into being are scheduled to be taken.

With ACE's planning and organiz-

(*Continued on page* 7)

SEP Editorial Asks, 'Why Not Try Pay TV?'

"Why not let pay-TV have a trial run?" the Saturday Evening Post asks editorially in its Jan. 31 issue.

The editorial reviews developments on pay TV in Washington during the past year, culminating in the delays

(*Continued on page* 3)

See No Chance of Joint Allied-TOA Meet Till '61

The National Association of Concessionaires will meet with Theatre Owners of America in a joint convention and trade show in Chicago next fall and with Allied States in the same city next year. TOA's 1960 convention will be in Los Angeles. Allied presently is completing arrangements for a joint conventional and drive-in theatre meeting in Milwaukee next winter.

In consequence of the above arrangements, there now is no likelihood of a joint Allied-TOA-NAC convention and trade show, such as has been discussed for several years past, before 1961 at the earliest.

PERSONAL MENTION

AMERICO ABOAF, Universal-International vice - president and foreign general manager, has returned to New York from the Far East.

•

JOSEPH R. VOGEL, president of Loew's, Inc., has returned to New York from the Coast.

•

BARNEY BALABAN, president of Paramount Pictures, returned here over the weekend from Hollywood.

•

HAROLD WIRTHWEIN, Allied Artists Western division manager, left New York yesterday for St. Louis and Kansas City.

•

ILYA LOPERT, president of Lopert Films, Inc., will leave here today for France and England, to be gone three or four weeks.

•

HERBERT LOM, European character actor, has returned to London over the weekend from New York.

•

ROWLAND V. LEE, Disney producer, arrived in New York on Saturday from Hollywood.

•

EARL WRIGHT, of the Candlelite-Pix Twin Drive-in Theatre, Bridgeport, Conn., is vacationing in Florida.

•

CHESTER ERSKINE, producer, arrived in New York at the weekend from Hollywood.

•

JOHN S. WELTNER, son of GEORGE WELTNER, Paramount vice-president in charge of world sales, will be married in June to LINDA BEVERLY HOLBERT of Worcester, Mass.

•

ALFRED HITCHCOCK arrives in New York from the Coast today to rehearse the first of the "Tactic" series of television shows for cancer control.

•

IRVING MACK, of Filmack Trailers, returned to Chicago over the weekend from here.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS Custom Produced by the hand of experience! NATIONAL SCREEN SERVICE THE FIRST NAME IN TRAILERS

TRADEWISE

By ONLOOKER

THE upbeat talk on the part of everyone at Universal not only is convincing, it's contagious. There can be no argument that there is plenty of reason for optimism and enthusiasm. A year ago, Universal had shut down its studio for an announced six-month period, but there were many who believed the hiatus would be longer, and said so. . . . Obviously, there has been a complete turn-around at the studio and within the company in the past year. Universal is a much healthier company today. Its old film backlog has been pretty well played off. As company president Milton Rackmil told Universal sales and promotion executives at their meeting here last week, "The crisis is past. Universal is a stronger, healthier and more vital company today." It is embarked upon a new production program that promises to keep Universal steadily on the way up. . . . Item: "The Perfect Furlough," now playing in many keys to better business than "Tammy and the Bachelor," and comparable to "Battle Hymn" business. Item: Top bookings for the February holiday periods for "Never Steal Anything Small." Item: the trade grapevine giving out with enthusiastic reports on the Easter release, "Imitation of Life," which Otto Preminger "plugged" to an overflow crowd of exhibitors at the banquet which closed the Allied States drive-in convention in Pittsburgh last week. (Preminger said he'd seen about half of the film in "rushes" and predicted that if the remainder is on the same entertainment level, "Universal has a real blockbuster in store.") . . . In production or preparing are such patently important properties as "Operation Petticoat," "Spartacus" and "Pillow Talk," topflight projects all. Is there a better way of saying, "Universal's star, too, is in the ascendancy"?

SPEAKING OF PREMINGER, industryites who listened to his talk at the Pittsburgh drive-in convention marvelled at his fairness and generosity when he gave credit, in his talk to the showmen, to his Eastern publicity manager, Nat Rudich, for having spawned the idea of casting Boston attorney Joseph Welch, of televised McCarthy hearing fame, as the judge in Preminger's forthcoming "Anatomy of a Murder." Preminger confessed he had been unable to get anyone he wanted for the role, including the author, a Michigan jurist, when Rudich came up with his suggestion. . . . Preminger, of course, signed Welch instantly and the showmanship of his casting decision was attested immediately by Page One metropolitan newspaper stories on it in major cities across the country.

AT THE SAME exhibitor function in Pittsburgh, Lana Turner, star and half owner of the aforementioned "Imitation of Life," and co-star of Preminger's "Anatomy of a Murder," remarked on the changing times in Hollywood. "It used to be," she said, "that when we finished a picture, we'd repair to Palm Springs or some other rest center, to reward ourselves for having worked so hard. Nowadays when we finish a picture, we go out on the road and continue working—selling the picture." . . . That's a fact of Hollywood life today, of course. More and more stars are taking to the road to sell their pictures all the time, spurred on by the obvious benefits to picture, bank account and person achieved by stars who hit the road ahead of them.

DRIVE-IN THEATRE owners spent some convention time mulling one of the problems that spares none of them: How to avoid prolonged, protesting horn-blowing by patrons when the drive-in screen is left blank too long in the interest of encouraging sales at the concessions counters. Among the suggestions passed along to the convention by drive-in owners was one calling for an announcement or a screen card requesting "parents" not to let the "children" blow the car horns—"there may be a sleeping baby in the car next to you."

NSS Appoin

(Continued from page 1)

NSS vice-president in charge of
The appointment is effective Fe

Robbins said the appointment
line with the company's expande
gram, announced last week, inv
the extensive promotion of
services for and by exhibitors th
the use of special announcement

Welsh has had long experien
the field of special trailers. F
past 27 years he has been a p
in the firm of Welgot Trailer S
He was previously associated wi
Semler Cinema Service, United
Service, Meyer Rigger Labora
and B. F. Keith's Theatres.

Welgot Trailer Service discon
operations here at the weekend
nearly 40 years of existence.

Goldenson Heads Gr In N.Y. Red Cross Dr

Leonard H. Goldenson, presi
American Broadcasting - Para
Theatres, has accepted appointn
chairman of the advertising- p
ing and entertainment section
New York Red Cross Chapter'
campaign, it has been announ
Don G. Mitchell, Campaign Con
and Industry Chairman.

Goldenson will supervise mo
45 committees that will seek Re
support in the advertising, graph
publishing, sports, motion
theatre and music fields in Man
Goldenson named Herbert R.
director of stockholder and pu
lations for AB-PT, as his dep
the campaign.

Charles Harden, 8

SEATTLE, Feb. 1.—Charl
Harden, former sales mana
United Artists here, died Jan.
heart attack. Harden was a n
Parkersburg, Va.

INSTITUTE OF
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CITY COLLEGE OF NEW Y
Evening Division Cou
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, New
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman.
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cl
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Corresponden
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue,
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan,
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

nnston Sets

(Continued from page 1)

there are formulating new film ions for the film year starting .

ston, who will be accompanied an by Irving Maas, vice-presi f MPEA for the Far East, will ere a week to meet with high ment officials on important in problems. These include film and remittances of earnings. tour will also include Taiwan, Kong, Singapore, Indonesia and nd. Johnston is expected back York March 9.

Taiwan the Next Stop

wing the Tokyo meetings, n and Maas will go to Taipei, , where a series of meetings are led to discuss a number of in problems which have resulted tantially reducing film income his market during the past year. Iong Kong, Thailand and Ma eetings will be held with Gov t officials and American film ntatives.

ndonesia it is expected that dis s will be held with the Govern oncerning the transfer of funds, on in the number of American rmits, and various regulations are seriously handicapping the an film industry in this area. cline in the value of the Indone piah has substantially reduced an film earnings in this South ian market to the extent that a ppraisal of industry operating is deemed essential.

Editorial

Continued from page 1)

brought about by Rep. Oren chairman of the House Com on Interstate and Foreign ree.

n't necessary," the Post's edi ays, "to accept all the roseate ions for pay TV as a means of America up to a new cultural in order to believe that this ea should have a chance to tself. If there is an audience willing to pay for full-length ay plays, Wagnerian operas, eased Hollywood or imported pictures, or boxing matches, t commercials) should these t desires be denied?

here are not enough such peo make pay TV a success, then be a flop. If pay TV proves to e predicted audience, we shall ew dimension' in communica which the existing system will o accommodate itself."

pros and cons of pay TV, with ception of the private use of blic's air waves angle, are ex before the full-page editorial he question, Why not a trial?

s New Drive-In

ND PRAIRIE, Tex., Feb. 1.— e drive-in theatre will be es ed on an 8-acre tract on East Street, it was announced by E. lm, Dallas developer.

M. P. DAILY picture

Panel of speakers: the scene at Friday's press conference. Arrayed here, Jonas Rosenfield, Jr., Charles Vidor, William Goetz, Paul Lazarus, Jr., and Rube Jackter.

Col. May Roadshow 'Cordura'

(*Continued from page* 1)

dura" and the picture he and Vidor will make, "The Magic Flame."

Lazarus introduced the men as producers of whom his company is very proud, and whose program also is expensive. In fact, he observed, for Columbia Goetz's latest is just about the most expensive.

Still, he added, he'd seen an hour and forty minutes of roughs and feels the result will astound. He finds in the picture a character delineation, in its exploration, as he put it, of the anatomy of courage, equivalent to that in "The Bridge."

Goetz said he doesn't know if New York approves, but he's been told the cost probably will be nearly $5,000,000, and the picture must gross $11,000,000 to break even. It has stars such as Rita Hayworth, Van Heflin, Gary Cooper, Richard Conte, it was made almost entirely in Zion National Park, Utah, and it is all on a large scale.

Lazarus added it'll be in final form probably in early April. He hazards it'll be two hours and fifteen minutes, and then he and several from the home office will go to the Coast "and then we'll figure out the best way to get back that $11,000,000." He conceded the company feels it may roadshow the picture.

Goetz said of costs—and Samuel Goldwyn's strictures about actors and agents—that he, Goetz, has a "lot of friends who feel the same way about producers."

He and Vidor are back from Europe, where especially in Austria they scouted for baroque and rococco locales.

Vidor predicted that after Dirk Bogarde is seen in this, he'll be a "draw." He added a picture about a musician will "draw." He recalled to newsmen he'd made "A Song to Remember," about Chopin, and in his estimation it established Cornel Wilde,

Columbia executives Rube Jackter, Bob Ferguson, and Jonas Rosenfield, Jr., participated in the discussion.

Catholic Vets Score Russian Film Deal

Special to THE DAILY

MANCHESTER, N. H., Feb. 1.—The New Hampshire Catholic War Veterans have denounced the exhibition of Soviet-made motion pictures in commercial theatres in the United States. The group chided the State Department for approving the showings.

The CWV adopted a resolution pledging to "do our utmost to get members of CWV posts, auxiliaries, members of their families and friends to write to our Senators and Representatives, asking them to reconsider and call off this disgraceful showing of clever, subtle Red Russian propoganda."

Meanwhile, a resolution asking lawmakers to condemn the proposed exhibition of Soviet films was introduced in the New Hampshire State Legislature.

Film Cash Dividends Hit New Low in '58

From THE DAILY Bureau

WASHINGTON, Feb. 1.—Publicly reported cash dividends of motion picture companies dropped to a post-war low of $21,424,000 in 1958, the Commerce Department reported.

This compared with a revised figure of $27,350,000 for 1957. Payments in December 1958 were put at $3,354,000, compared with $4,123,000 in December 1957, most of the drop being accounted for by the fact that Universal failed to pay in December 1958 a $500,000 dividend paid in December 1957.

The Department figures publicly reported cash dividends account for some 60 per cent to 65 per cent of all dividend payments.

Commerce has revised its totals for earlier years to take into account a computing error just disclosed for all industries. Commerce officials found that for the past few years it has been counting companies as having more shares than were actually outstanding, and thus getting larger total dividend payments than actually made. Thus for the motion picture industry, the 1956 total was revised down from $31,579,000 to $31,114,000 and for 1957 down from an earlier $28,868,000 to $27,350,000.

PEOPLE

J. Clyde Fuller, manager of Loew's State Theatre here, has been transferred to Loew's Triboro Theatre in Astoria. Other circuit transfers include: **Louis Falk,** from the Triboro to the Premier; **William Klenert,** from the Premier to the 175th Street; **Allan Isaacs,** from the 175th Street to the Olympia. **Harold McMahon,** manager of the Olympia, has been assigned as relief manager.

□

Walt Disney has been chosen to receive a special award of the Mexican Legion of Decency. He will be honored for consistently producing films of high quality both morally and as entertainment, a spokesman for the Legion said.

□

Robert M. W. Vogel has been appointed acting chairman of the Foreign Language Film Committee for the 31st annual Academy Awards during the absence of Chairman Luigi Luraschi, who is in Europe.

□

Ray Ellis, conductor-arranger for Columbia Records, has joined MGM Records as popular artist and repertoire director. Prior to his affiliation with Columbia Records in 1957, Ellis did free-lance arrangements for many independent labels.

Award $3,000 in Suit On Theatre Rental

Special to THE DAILY

GREENSBORO, N. C., Feb. 1.—A civil jury in Guilford Superior Court has awarded Standard Amusement Company, Inc., of Greensboro, the sum of $3,000 in its recovery suit against Mr. and Mrs. R. O. Tarkington of Edgecombe County.

The verdict brought to a close an involved suit centering around the rental of the Gay Theatre in Gibsonville. Standard Amusement claimed the Tarkingtons owed $3,000 for theatre rental.

Jusko Named Para. Buffalo Manager

Michael Jusko has been named to replace Hugh Maguire, resigned, as Paramount Buffalo branch manager, it was announced here at the weekend by Hugh Owen, vice-president of Paramount Film Distributing Corp. Jusko, who has been salesman for the company in the Buffalo territory since 1953, will take over duties as branch manager today.

Paramount announces the availability of a completely updated merchandising manual for

CECIL B. DeMILLE'S
"THE TEN COMMANDMENTS"

specially prepared for the thousands of engagements yet to play this greatest boxoffice grosser the world has ever known!

TO BE USED IN COMBINATION WITH THE ORIGINAL PRESSBOOK!

EXPANDED AD SECTION!

ADDITIONAL ACCESSORIES!

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UPDATED TEASER AND CROSS-PLUG TRAILERS!

ENLARGED PUBLICITY AND EXPLOITATION SECTIONS!

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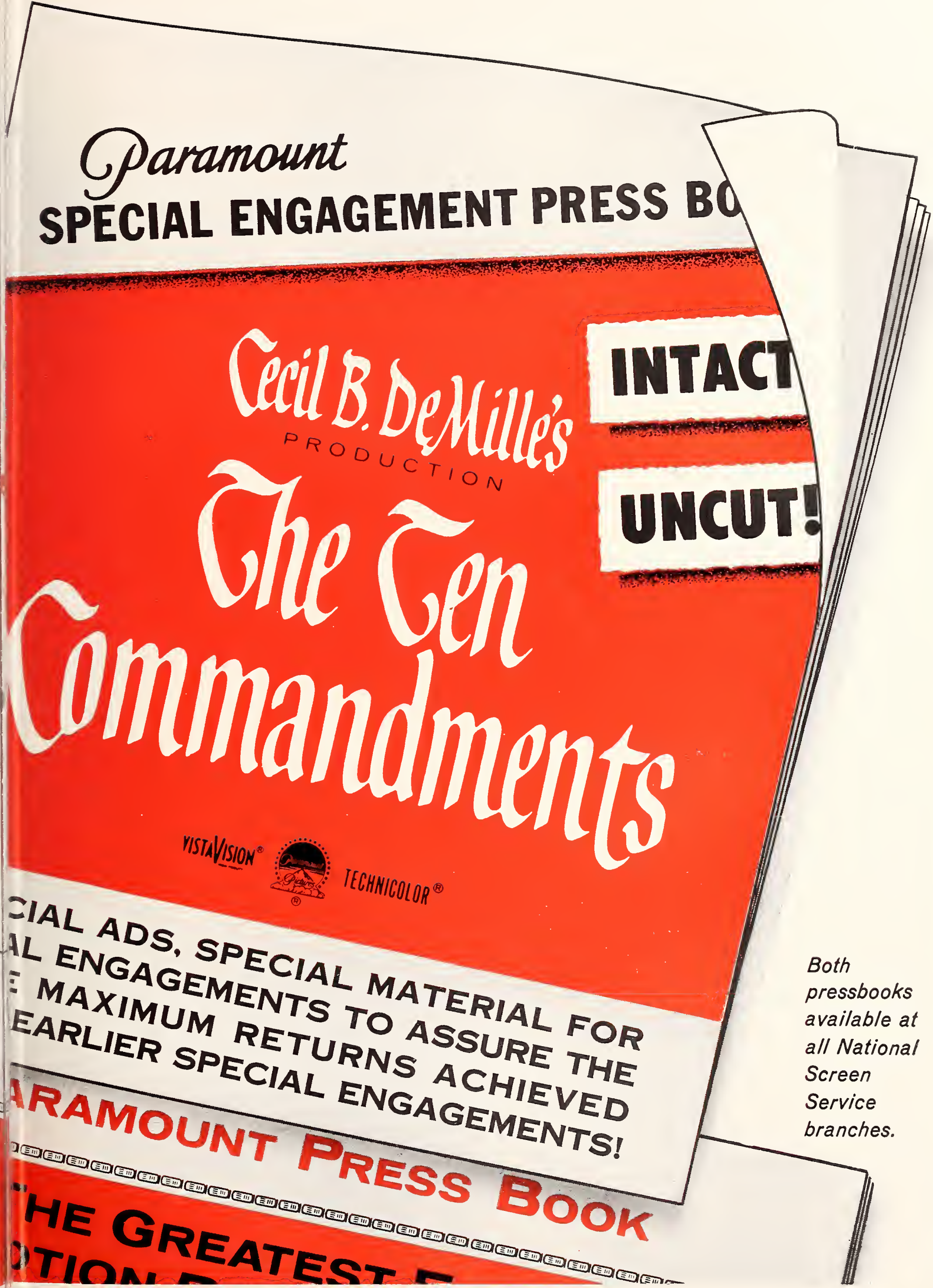

Paramount

SPECIAL ENGAGEMENT PRESS BO

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E MAXIMUM RETURNS ACHIEVED
EARLIER SPECIAL ENGAGEMENTS!

ARAMOUNT PRESS BOOK

HE GREATEST
TION

Both pressbooks available at all National Screen Service branches.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JANUARY	**HOUSE ON HAUNTED HILL** Vincent Price — 75 min. (Rev. 12/2/58) **THE COSMIC MAN** Bruce Bennett, John Carradine	**GOOD DAY FOR A HANGING** (color) Fred MacMurray, Maggie Hayes — 85 min. (Rev. 1/7/59) **LAST BLITZKRIEG** Van Johnson, Kerwin Mathews **BELL, BOOK AND CANDLE** (color) James Stewart, Kim Novak — 103 min. (Rev. 10/22/58) **SENIOR PROM** Jill Corey, Paul Hampton —82 min. (Rev. 1/7/59)	**SOME CAME RUNNING** (CS, color) Frank Sinatra, Shirley MacLaine — 127 min. (Rev. 12/17/58) **THE DOCTOR'S DILEMMA** (color) Leslie Caron, Dirk Bogarde—98 min. (Rev. 12/18/58)	**THE BUCCANEER** (VV, color) Yul Brynner, Claire Bloom —121 min. (Rev. 12/12/58) **TOKYO AFTER DARK** Richard Long, Nobu McCarthy — 80 min (Rev. 1/23/59)	**THE SHERIFF OF FRACTURED JAW** (CS, color) Jayne Mansfield, Kenneth More—103 min. (Rev. 11/18/58) **INN OF THE SIXTH HAPPINESS** (CS, color) Ingrid Bergman, Robert Donat — 158 min. (Rev. 11/21/58) **SMILEY GETS A GUN** Keith Calvert, Chips Rafferty — 89 min. (Rev. 1/20/59)	**ESCORT WEST** (CS) Victor Mature, Faith Domergue — 75 min. (Rev. 1/20/59) **GUNS, GIRLS AND GANGSTERS** Mamie Van Doren, Gerald Mohr—70 min. (Rev. 12/31/58) **THE LAST MILE** Mickey Rooney — 81 min. (Rev. 1/14/59)	**THE PERFECT FURLOUGH** (CS, color) Tony Curtis, Janet Leigh—93 min. (Rev. 10/8/58) **MONEY, WOMEN, AND GUNS** (CS, color) Jock Mahoney, Kim Hunter **THE SILENT ENEMY** Laurence Harvey —92 min. (Rev. 11/10/58)	**AUNTIE MAME** (color) Rosalind Russell—143 min. (Rev. 11/26/58)	
FEBRUARY	**ARSON FOR HIRE** Steve Brodie, Lyn Thomas **THE GIANT BEHEMOTH** Gene Evans, Andre Morell	**RIDE LONESOME** (color) Randolph Scott **CITY OF FEAR** Vince Edwards, Lyle Talbot —81 min. (Rev. 1/29/59) **GIDEON OF SCOTLAND YARD** Jack Hawkins, Dianne Foster — 91 min. (Rev. 1/21/59)	**THE JOURNEY** (color) Yul Brynner, Deborah Kerr **NIGHT OF THE QUARTER MOON** (CS) Julie London, John Drew Barrymore **FIRST MAN INTO SPACE** Marshall Thompson, Marla Landi	**THE TRAP** (VV, color) Richard Widmark, Tina Louise—84 min. (Rev. 1/28/59) **THE YOUNG CAPTIVES** Luana Patten, Steven Marlow	**RALLY 'ROUND THE FLAG, BOYS!** (CS, color) Paul Newman, Joanne Woodward—106 min. (Rev. 12/24/58) **I MOBSTER** (CS) Steve Cochran, Lita Milan—82 min. (Rev. 1/12/59) **THESE THOUSAND HILLS** (CS, color) Don Murray, Richard Egan—96 min. (Rev. 1/20/59) **INTENT TO KILL** (CS) Richard Todd, Betsy Drake — 89 min. (Rev. 1/29/59) **ALASKA PASSAGE** (Regalscope) Bill Williams, Lynn Thomas	**ST. LOUIS BANK ROBBERY** Steven McQueen **ANNA LUCASTA** Eartha Kitt, Sammy Davis, Jr. — 97 min. (Rev. 11/24/58) **SEPARATE TABLES** Rita Hayworth, Burt Lancaster — 98 min. (Rev. 12/2/58)	**A STRANGER IN MY ARMS** (CS, color) June Allyson, Jeff Chandler — 88 min. (Rev. 1/14/59) **NO NAME ON THE BULLET** (CS, color) Audie Murphy, Joan Evans—77 min. (Rev. 1/20/59)	**UP PERISCOPE** (color) James Garner, Edmond O'Brien **THE HANGING TREE** (color) Gary Cooper, Maria Schell —106 min. (Rev. 1/28/59)	**IT HAPPENED IN ROME** (R.F.D.A.) (Technirama, color) June Laverick, Vittorio de Sica **MAD LITTLE ISLAND** (R.F.D.A.) (color) Jeannie Carson, Donald Sinden **SLEEPING BEAUTY** (B.V.) (color, Technirama) all-cartoon feature — 75 min. (Rev. 1/20/59) **DADDY O** (AIP) Dick Contino, Sandra Giles **THE ROADRACERS** (AIP) Sally Fraser, Mason Alan Dinehart
MARCH	**AL CAPONE** Red Steiger, Fay Spain	**THE TWO-HEADED SPY** Jack Hawkins, Gia Scala — 93 min. (Rev. 1/7/59) **FORBIDDEN ISLAND** (color) Jon Hall, Nan Adams **GUNMAN FROM LAREDO** (color) Robert Knapp, Jean Moorehead	**THE MATING GAME** Debbie Reynolds, Tony Randall **NOWHERE TO GO** George Nader	**TEMPEST** (Technirama, color) Van Heflin, Silvana Mangano —125 min. (Rev. 1/19/59) **THE BLACK ORCHID** (VV) Sophia Loren, Anthony Quinn — 96 min. (Rev. 1/22/59)	**THE REMARKABLE MR. PENNYPACKER** (CS, color) Clifton Webb, Dorothy McGuire **THE SOUND AND THE FURY** (CS, color) Yul Brynner, Joanne Woodward **THE LONE TEXAN** (Regalscope) William Parker, Audrey Dalton	**LONELYHEARTS** Montgomery Clift, Robert Ryan — 108 min. (Rev. 12/1/58) **THE NAKED MAJA** (Technirama, color) Ava Gardner, Anthony Franciosa **MUSTANG** Jack Buetel	**IMITATION OF LIFE** (CS, color) Lana Turner, John Gavin **STEP DOWN TO TERROR** Colleen Miller, Charles Drake —75 min. (Rev. 9/9/58)		**A NIGHT TO REMEMBER** (R.F.D.A.) Kenneth More—123 min. (Rev. 12/17/58)

’ Slates 9

Continued from page 1)

and Atlanta. Attending will be npany’s branch managers, sales ers, salesmen and promotion ex- s.

regional meets follow con- of a week-long sales confer- st week of the company’s dis- n and promotion executives in ork, at which Henry H. Martin, sales manager, presided.

ackmil in San Francisco

n R. Rackmil, president of sal, will attend the San Fran- eeting; Martin will attend the s in Philadelphia, Boston and ; F. P. A. McCarthy, assistant sales manager, will attend the , St. Louis and Minneapolis s, and G. J. Malafronte, man- branch operations and main- e, will attend the Dallas and meetings. Home office and dvertising and publicity execu- ill also attend these meetings. cipants in the meetings will see on of Life,” which is scheduled ter release, and “Never Steal g Small,” which is scheduled hington’s Birthday.

nal sales manager R. N. Wil- will conduct the meeting in today to be attended by the managers, sales managers and n from the Dallas, New Or- nd Oklahoma City branches; sian will conduct the meeting it, to be attended by personnel e Detroit, Buffalo, Cleveland sburgh branches, while Joseph n will conduct the meeting in phia, to be attended by per- rom the New York, Philadel- d Washington branches.

l Territories Represented

y Rose’s meeting in San Fran- Thursday is to be attended by managers, sales managers and n from San Francisco, Los An- enver, Portland and Salt Lake ilkinson’s St. Louis meeting attended by representatives Louis, Kansas City and Mem- sian’s Chicago meeting by per- rom Chicago, Cincinnati, In- lis and Milwaukee, and Rosen’s meeting by Boston, Albany and ven representatives.

nson will conduct the Feb. 9 in Minneapolis to be attended sentatives of Minneapolis, Des and Omaha exchanges, while Feb. 9 meeting in Atlanta will ded by branch managers, sales s and salesmen from Atlanta, e and Jacksonville.

an Catholics

ontinued from page 1)

l that another 13 were to be

e 54 films which failed to re- e Council’s approval, 18 were d in France, 12 in Germany, 9 nited States, 5 in Sweden, 3 and, and one each in Italy, k, Japan, Cuba, Mexico and and; one was a French-Italian on.

The Journey

(CONTINUED FROM PAGE 1)

story—“The Journey” is the first major film from Hollywood to deal with the unsuccessful revolt in Hungary in 1956. It was filmed in Vienna and at the Austrian-Hungarian border.

What is most conventional about the picture is the format of the plot. George Tabori, who wrote the original screen play, uses the popular “Grand Hotel” device of throwing together a diverse group of people and examining their different reactions to a situation under stress. The characters include a Japanese business man, an American oil engineer and his wife; a Swiss student; a television correspondent; an attractive English woman; her travelling companion, a man who holds a British passport but is apparently not what he seems to be; and others—14 in all, plus two children.

All these people are trapped in Hungary in the closing days of the revolution and trying to escape to safety. With all civilian plane flights canceled they are put aboard a bus on the way to the Austrian border where they are unexpectedy detained by the Russians on the grounds that their passports must be checked. The delay is to be at least overnight, so they are installed in a local hotel.

Unknown to the other passengers the companion of the English woman is actually a Hungarian who had been a leader in the revolt and his passport is in truth forged. Gradually the rest of the travellers discover this fellow’s identity and realize that the Russian major who is in command of the town is holding them up—perhaps indefinitely—until he can prove his suspicions. The others also come to suspect that the major is more attracted than he should be to the lovely English lady accompanying the Hungarian.

WHEN THE REBEL and his lady friend attempt to escape by fishing boat to Austria and are caught, matters come to a head. The other travellers band together and point out to the heroine that the only way they are going to be allowed to continue their journey to safety is through her offering herself to the Russian. This she does, and the major then matches her self-sacrificial gesture by refusing the offer and allowing everyone—including the Hungarian—to depart unharmed. In doing so the Russian meets death himself.

As will be seen from this plot synopsis, “The Journey” has many elements of time-tested, popular appeal in its story. Litvak, who produced as well as directed, keeps his camera on the go most of the time although an occasional scene slows him down considerably with its excessive dialogue.

The actors are aptly cast—Brynner’s arrogant demeanor suits the Russian well and Miss Kerr is the very image of a cool and reserved Englishwoman. Her Hungarian lover is played by Jason Robards, Jr., the Broadway actor who won acclaim on the stage in “Long Day’s Journey into Night” and “The Disenchanted.” This is his film debut. Of the others, outstanding are Robert Morley as the TV correspondent; and E. G. Marshall and Anne Jackson as the American engineer and his wife.

Running time, 125 minutes. General classification. Release, in February.

RICHARD GERTNER

ACE Action

(*Continued from page* 1)

ing phases completed, the next moves will be toward putting its program into being and making a start toward its first objectives. Essentially, this is what will be done at the mid-February meeting.

Dates Tentative

Dates for the session remain to be confirmed in accordance with the availability of hotel accommodations, but it is expected that these will be definite by today and invitations to all committee members will go out immediately.

The ACE action meeting originally was scheduled for mid-January but was deferred to await the action of

Seattle ACE

(*Continued from page* 1)

of local exhibitors Tuesday at the New Washington Hotel, to explain the aims and program of ACE.

The co-chairmen will ask for approval of the program and will appoint local chairmen of committees to coincide with the national committees of ACE now in existence. Local chairmen will ask for volunteers to serve with them.

Allied States board of directors on allied relations with ACE.

With the directors having approved Allied’s participation in ACE and confirming its representatives on ACE committees for one year terms, plans for the mid-February meeting were launched at once.

Assure Films

(*Continued from page* 1)

mittee, and representatives of production and distribution met on the subject in Washington last week with Assistant Secretary of Defense Charles C. Finucane at the Pentagon. The plan is now being studied by chiefs of the Army-Air Forces and Navy Motion Picture Services.

O’Donnell said he is hopeful of receiving a reply from Secretary Finucane in the very near future.

In spelling out the changes proposed by the TOA committee, O’Donnell pointed out that all films would continue to be available to military theatres but the latter will play films only after they have completed runs in commercial theatres and book through film exchanges. He explained to the Armed Forces that the present multiple playing schedules which enable a film to clear a complete territory more quickly than in prior years will work to speed military availability.

Isolated Areas Considered

Military posts in isolated areas where no competition with commercial theatres exists would undoubtedly be given immediate availability by the exchange area, O’Donnell said.

O’Donnell said that Secretary Finucane had expressed some fears that the plan would mean that military theatres would automatically have a three or four month delay after the pictures became available in the individual exchange, and was emphatically assured this would not be the case, because “in these times of reduced production,” pictures normally play through an exchange area rapidly.

He also pointed out, he said, that during the transition period for the changeover from their present policy of playing ahead of commercial theatres to one of playing after commercial theatres, the military would have more than sufficient product to operate without danger of interruption for lack of product. The only pictures the military posts might miss during the transition, O’Donnell declared, were a few of the “blockbuster” type, which would be available later on.

Sees Only One ‘Problem’

O’Donnell said he told the Secretary that the only problem the Armed Forces should encounter would be an increased work load on military bookers who would now have to work with the film exchange in their area where formerly they had only to deal with their Washington headquarters.

Miami Slates ‘Beauty’

MIAMI, Feb. 1. — Walt Disney’s “Sleeping Beauty” and its companion featurette, “Grand Canyon,” opens a hard-ticket exclusive run at the Florida State Sheridan Theatre here on Feb. 12, replacing “South Pacific” after a 47-week run.

A special benefit performance at a $15 top for the “Miami Herald” Lend a Hand Fund will be held on Feb. 10.

"THE PRICE IS RIGHT" GOES FOR GIDGET!

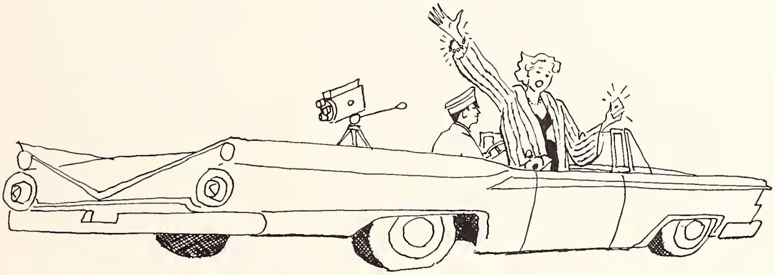
SENSATIONAL
TIE-UP WITH TV's
TOP PARTICIPATION
SHOW!

31,000,000
viewers each week
via
142 NBC-TV
stations
...coast-to-coast!

THE INDUSTRY C

THE ENTIRE MONTH'S SHOWCASE BUILT AROUND A PREMIERE OF GIDGET!

From Jan. 28th through Feb. 25th, the fabulous showcase on the nation's biggest TV show will be dedicated to the world premiere of GIDGET... to be held right in the winner's own home! THIS IS THE MOST UNUSUAL PRIZE EVER OFFERED IN THE ENTIRE HISTORY OF SHOW BUSINESS! It will be announced week after week, along with these other awards: a full length mink coat, a solid gold cigarette case, a fabulous diamond bracelet, a gorgeous Galaxie car, sixteen ounces of rare French perfume and a motion picture camera. All these showcase prizes will be "worn to, carried to, or arrive at" the world premiere of GIDGET!



your
audiences
will go for

GIDGET

SANDRA DEE ★ CLIFF ROBERTSON ★ JAMES DARREN
co-starring
ARTHUR O'CONNELL ★ with MARY LaROCHE
JO MORROW and THE FOUR PREPS

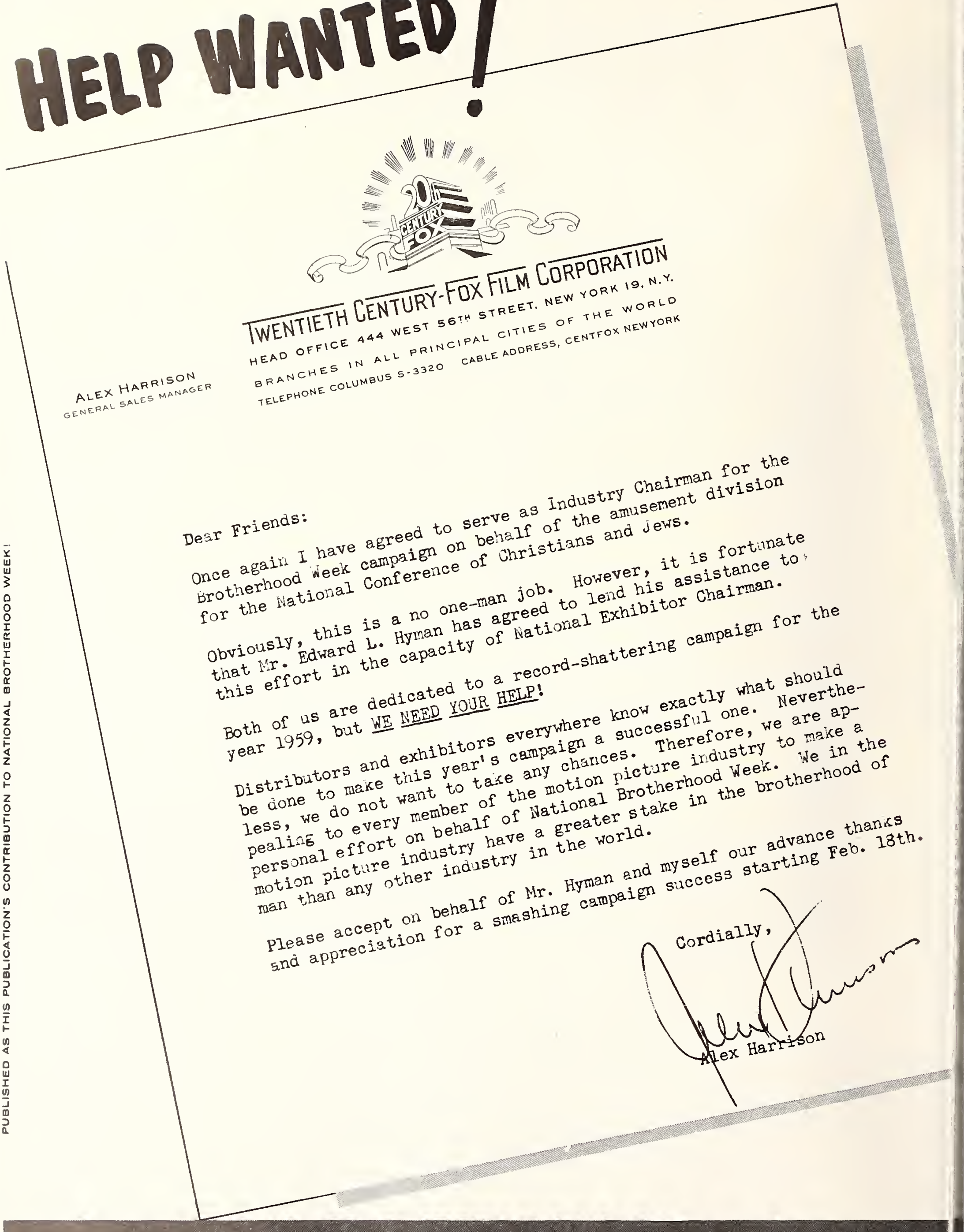
CINEMASCOPE EASTMAN COLOR

Screenplay by GABRIELLE UPTON • Based on the novel by FREDERICK KOHNER
Produced by LEWIS J. RACHMIL • Directed by PAUL WENDKOS

A COLUMBIA "NEW FACES" PRESENTATION!

GIDGET FOR EASTER *from Columbia!*

HELP WANTED!



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TELEPHONE COLUMBUS 5-3320 CABLE ADDRESS, CENTFOX NEWYORK

ALEX HARRISON
GENERAL SALES MANAGER

Dear Friends:

Once again I have agreed to serve as Industry Chairman for the Brotherhood Week campaign on behalf of the amusement division for the National Conference of Christians and Jews.

Obviously, this is a no one-man job. However, it is fortunate that Mr. Edward L. Hyman has agreed to lend his assistance to this effort in the capacity of National Exhibitor Chairman.

Both of us are dedicated to a record-shattering campaign for the year 1959, but WE NEED YOUR HELP!

Distributors and exhibitors everywhere know exactly what should be done to make this year's campaign a successful one. Nevertheless, we do not want to take any chances. Therefore, we are appealing to every member of the motion picture industry to make a personal effort on behalf of National Brotherhood Week. We in the motion picture industry have a greater stake in the brotherhood of man than any other industry in the world.

Please accept on behalf of Mr. Hyman and myself our advance thanks and appreciation for a smashing campaign success starting Feb. 18th.

Cordially,

Alex Harrison

Brotherhood Is Everybody's Business!

PUBLISHED AS THIS PUBLICATION'S CONTRIBUTION TO NATIONAL BROTHERHOOD WEEK!

OUR VIEW

IER to our surprise we dis-
ered the other day that the
ıerican Civil Liberties Union,
loubtable champion of free-
has publicly supported the
the Federal Communications
sion to review the program-
radio and television stations.
LU urged approval of a form
equires stations to provide the
th program information.
matter specifically concerns a
d revision of the present Pro-
ervice form which must be
th the FCC. The form sets
ırious categories of program-
ncluding religion, news and
affairs, and the percentage of
voted to each type. It is inter-
o note that a member of the
A. M. Craven, took exception
proposed change, charging in
enting opinion that the new
nposed a government censor-
stations by "dictating" what
s they should present. The
contends that the form is a
ble technique" through which
C can determine whether a
is performing in the "public
convenience and necessity."

•

he ACLU, it would appear,
appreciate that the new form
the FCC to get a foot in the
here abuse could follow at
ıter time. Theoretically it is
ue that the FCC would seem
well within its rights to seek
information, but what a short
s from that point to telling a
what it should and should not
st. Therein lies the grave dan-
the new procedure. Let the
onitor programs, let it crack
hen and where that discipli-
ocedure may be necessary, but
rcise a pre-censoring form of
tion of program material.
speaking of restrictions and
, the best and only kind of
on is self-regulation, which
vision industry is handling so
ly with its Television Code.
ere is yet a long way to go.
artening to note that all threc
s and a total of 303 stations
e to the code.

•

of the best of the new regula-
hich became effective January
hat banning the use of actors
ay physicians, nurses or den-
television commercials. An
ıent to the code was adopted
effect last June, with a six-
grace period granted to permit
sion or replacement of com-
already in use. Under the
"men in white" amendment,
ccredited memhers of the
ons indicated appear in com-
recommending medical, den-
milar products.
ould indeed be enormously
al if some way could be devised by which the public at large could be apprised of the fact that this amendment to the Television Code is now in effect. It would contribute immeasurably to the improvement of the climate in which commercials in general are viewed by the public, and hence redound to the benefit of the whole industry. It would be an invaluahle step.

—*Charles S. Aaronson*

Television Today

Joint Radio-TV Boards of NAB to Meet on Code, Technical Problems

Special to THE DAILY

WASHINGTON, Feb. 1.—The Radio, Television and Joint Board of Directors of the National Association of Broadcasters will hold winter meetings next Wednesday, Thursday and Friday at the Hollywood Beach Hotel, Hollywood, Fla.

The television board meeting Wednesday will include a report by Roger W. Clipp, Triangle Stations, Philadelphia, chairman of the Television Code review board, on proposed amendments to the Code passed by the review board at previous meetings; a report on the community antenna problem and the status of the forthcoming property rights case; a report on television allocations and the television allocations study organization (TASO); a report on television public relations and the "Impact of Television" campaign; and review of pay television legislation. Chairman of the television board is C. Howard Lane, KOIN-TV, Portland, Ore.

Reports on AM and FM

The radio board meetings will be highlighted by reports of the AM radio committee, FM radio committee, standards of good practice committee and the radio transmission tariffs committee. There will be additional reports on public relations activities such as the radio film "Hear And Now," the "Look For A Room With A Radio" campaign, and the observance of National Radio Month. The NAB Convention agenda will be considered, as well as subjects in the fields of engineering, law and government relations. Chairman of the radio board is J. Frank Jarman, WDNC, Durham, N. C.

Fellows to Preside

The Joint Board meeting, at which Harold E. Fellows, NAB president and chairman of the board, will preside, will include reports by the membership committee, general fund finance committee, committee on editorializing, 1959 convention committee, freedom of information committee, hall of fame advisory committee, a legislative report, a report on the Voice of Democracy contest and other public relations activities, and state associations activities.

Sets Time Limit for Audience Show Ads

From THE DAILY Bureau

WASHINGTON, Feb. 1 — The Television Code Review Board has set a 10-second time limitation for the identification of products given away on audience participation shows, board chairman Roger W. Clipp, Triangle Stations, Philadelphia, announced today.

The limitation is an interpretation of the existing time standards for advertising contained in the Television Code of the National Association of Broadcasters. Code Subscribers may complete existing contractual obligations. However, all prize agreements made after Feb. 1 must comply with the interpretation.

The Code provides that "reasonable and limited identification of . . . contest awards and prizes . . . shall not be included as commercial time." The Code further provides that "any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time."

Clipp said that the Television Code Review Board considers that oral and/or visual prize identification of up to 10 seconds duration may be considered "reasonable and limited".

NBC Acquires Rights To 'The Black Cat'

The National Broadcasting Company has acquired the rights to "The Black Cat," a half-hour, filmed series dealing with the story-behind-the-story on a big-city newspaper, it was announced by Robert F. Lewine, vice president, NBC Television Network Programs. No date has been announced for the premiere telecast.

"The Black Cat," a Mark VII production, will be produced by Otis Carney and directed by Jack Webb. Carney will also write the scripts.

CBS Names Ryan

Thomas H. Ryan has been appointed a general executive of the CBS Television Network Program Department, effective immediately, it was announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. In his new capacity, Ryan will report directly to Harry Ommerle, vice-president in charge of network programs, and to Robinson.

Twelve to Speak At SAB Meeting

From THE DAILY Bureau

WASHINGTON, Feb. 1 — More than a dozen leaders of the broadcasting industry are scheduled as speakers for the fourth annual conference of presidents of State Associations of Broadcasters to be held at the Shoreham hotel here Feb. 24 and 25.

Reports will also be given by state presidents on freedom of information, local taxation, sports, government liaison, and the "Look for a Room with a Radio" campaign.

Harold E. Fellows, president of the National Association of Broadcasters, will be featured speaker at the luncheon Tuesday, Feb. 24.

FCC Head to Speak

Federal Communications Commissioner Robert E. Lee will speak on CONELRAD, the civil defense radio warning system, Tuesday morning.

A panel discussion "The Industry Scene: Challenges to Broadcasting" Tuesday morning will be headed by four NAB officials—John F. Meagher and Thad H. Brown, vice president respectively of radio and television; Vincent T. Wasilewski, manager of government relations; and Donald N. Martin, assistant to the president for public relations.

W. Earl Dougherty, KXEO, Mexico, Mo., will report on activities of the Association for Professional Broadcasting Education of which he is vice-president.

Robert D. Swezey, WDSU, New Orleans, chairman of NAB's Freedom of Information Committee, will speak on "A Time for Action" Tuesday afternoon. This will be followed by reports on freedom of information by Pat Murphy, Oklahoma; local taxation, John E. Bell, Mississippi; sports, Gene Shumate, Idaho; government liaison, Joseph M. Higgins, Indiana.

Buffet Supper Tuesday

Tuesday evening will feature a reception and buffet supper for delegates and their wives.

A conference roundtable for open exchange of ideas and information and discussion of the Voice of Democracy contest will take place Wednesday morning. The conference will adjourn after the Voice of Democracy awards luncheon, with open house at NAB headquarters to follow.

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MARILYN MONROE / TONY CURTIS / JACK LEMMON
IN A BILLY WILDER PRODUCTION "SOME LIKE IT HOT"
CO-STARRING GEORGE RAFT / PAT O'BRIEN / JOE E. BROWN
SCREENPLAY BY BILLY WILDER AND I. A. L. DIAMOND / DIRECTED BY BILLY WILDER
AN ASHTON PICTURE / A MIRISCH COMPANY PRESENTATION

THIS IS HOT!

First prints of special Marilyn Monroe sitting from world-famous photographer Richard Avedon! Equally great coverage to come on Tony Curtis and Jack Lemmon! All to spark the biggest promotion back-up ever for one of 1959's biggest grossers . . . Billy Wilder's "Some Like It Hot"!

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 22 NEW YORK, U.S.A., TUESDAY, FEBRUARY 3, 1959 TEN CENTS

rient, Occident

Foreign osses Hit -Time High

ly, in London, Pledges 5 Films in 12 Months

rom THE DAILY Bureau

DON, Jan. 31 (By Air Mail).—erall overseas business of Altists has hit an all-time top, Broidy, president, reported to ress representatives on the oc- f the opening of the company's rdour Street offices here.

pan, he said, "our business has onsistently year by year. And very, very happy with our as- with Associated British-Pathe in. Our business here has been as it has been anywhere world.

re is still great opportunity in stry if some of the techniques roaches are changed. The po- s still there," he declared.

Artists anticipates handling 30 to 36 pictures in the com-

(Continued on page 6)

tates Signs for Man-Booth Deals

Special to THE DAILY

MOINES, Feb. 2. — New pro- ts' contracts have been nego- y Tri-States Theatres for its theatre operations which will eliminate the two-man shift eatre booths in that part of west.

ugh the effective starting

Continued on page 8)

. British Profits In Big Jump

rom THE DAILY Bureau

DON, Feb. 2. — Estimated it before taxes of Associated Corp. should be approximately 000 ($12,880,000) for the ing March 31, 1959, Sir Philip chairman of the board, has

Continued on page 8)

ISION TODAY—page 7

Rank Outlines Final Plans for 'Streamlining' Circuit Set-Up

By WILLIAM PAY

LONDON, Jan. 31 (By Air Mail).—Plans of the Rank Organisation to "streamline" the present film distribution system in Britain were outlined by Kenneth Winckles, joint assistant managing director of Rank, at a gathering of press representatives. Instead of the existing system of four big separate circuits—Odeons, Gaumonts, Associated British and the independents—there will now be three—"Rank Release," "National Release" and Associated British, which stays unchanged.

The new "Rank Release" circuit will contain selected Odeon and Gaumont cinemas. The remaining Odeons and Gaumonts will be included in the

(Continued on page 7)

Flick Makes Reply To Clark Charges

Special to THE DAILY

ALBANY, Feb. 2.—Dr. Hugh M. Flick, executive assistant to the Commissioner of Education of New York State, says that he is "interested and concerned" with Motion Picture Association vice-president Kenneth Clark's letter criticizing him for supporting motion picture censorship and advocating a film rating system.

"I am interested," Dr. Flick said, "because I could not quite understand

(Continued on page 6)

Russia Film Exchange Defended by Humphrey

From THE DAILY Bureau

WASHINGTON, Feb. 2. — The American motion picture industry has been defended for its efforts in behalf of the film exchange agreement between this country and Russia by Senator Hubert H. Humphrey of Minnesota. Humphrey called criticism of the film industry in this respect "grossly unfair" at a panel discussion during the annual meeting of the Institute of In-

(Continued on page 6)

Vogel Impressed by New Product Quality

Joseph R. Vogel, president of Loew's, Inc., who returned here from the West Coast at the weekend, said he was "tremendously impressed" with the quality of the new films he saw during his two-week stay.

Outstanding of the product, Vogel

(Continued on page 8)

ACE Committee Meets Set Here Feb. 10-11

The complete program of the American Congress of Exhibitors will be put into active status immediately following meetings of the executive committee and the full committees at the Astor Hotel here, Feb. 10 and 11, it was announced yesterday by S. H. Fa-

(Continued on page 7)

REVIEW:

Imitation of Life

Universal

THE BEST NEWS about Universal's new "Imitation of Life" is that it should match, if not surpass, the still memorable business done by the original some 25 years ago. Now thoroughly modernized, the Fannie Hurst best-seller of the early 1930s still packs the same emotional punch in its depiction of colored and white mother-daughter relationships throughout lives linked in poverty and in luxury.

Lana Turner and Juanita Moore, a capable, engaging colored actress, play the mothers, and Sandra Dee and Susan Kohner their respective daughters. John Gavin, Robert Alda and Dan O'Herlihy are cast in various romantic roles opposite Miss Turner, and with Mahalia Jackson, the

(Continued on page 6)

Calls Meeting

Atty. General Chides Kansas Censor Board

Charges It Exceeds Authority Under Law

Special to THE DAILY

KANSAS CITY, Feb. 2.—The State Board of Review, which censors motion pictures to be shown in Kansas, has assumed more authority than was provided in the law that created the agency, John Anderson, attorney general, said today. He requested members of the board, which has headquarters in Kansas City, to meet late this afternoon at the attorney general's office in Topeka.

In a letter to Mrs. Hazel Runyan, the board's chairman, Anderson recommended that the agency rewrite rules and regulations so that the provisions would be in accord with a Kansas Supreme Court ruling in 1958 on "The Moon Is Blue."

"Regulations set up by the board are

(Continued on page 2)

Fox Files to Collect Ohio Censorship Fees

Special to THE DAILY

COLUMBUS, O., Feb. 2. — Twentieth Century-Fox has filed suit in U. S. District Court here to collect $750,000 the distributor paid the state of Ohio in movie censorship fees before the U. S. Supreme Court declared the state's censorship laws unconstitutional in 1954.

The distributor, represented by Power, Griffith and Jones, Columbus

(Continued on page 8)

Decision Reserved in Conn. Policeman Case

Special to THE DAILY

HARTFORD, Feb. 2.—Following a Superior Court hearing here, Judge Louis Shapiro has reserved decision in the $250,000 suit brought by New Britain, Conn., theatre owners and operators against that city.

Pending since mid-1958, the suit was brought by the Connecticut The-

(Continued on page 6)

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, arrived in New York yesterday from the Coast.

•

Rube Jackter, Columbia Pictures vice-president, will leave New York today for Memphis.

•

Stanley Schneider, assistant treasurer of Columbia Pictures International, left here yesterday for London.

•

Morey Goldstein, general sales manager of Allied Artists, and Arthur Greenblatt, Southern division sales manager, have returned to New York from Atlanta.

•

Robert Taplinger, of Robert S. Taplinger Associates, returned to New York yesterday from a week's visit to his West Coast office.

•

Carl Peppercorn, vice-president and general sales manager of Continental Distributing, Inc., has left Atlanta for Jacksonville and Miami.

•

Ned Clarke, Buena Vista foreign sales manager, returned to New York yesterday from Hollywood.

•

Joe Conway, operating the Wayne Avenue Playhouse, Philadelphia, is recuperating following hospitalization.

•

M. B. Horwitz, head of the Washington Circuit, Cleveland, will leave there tomorrow for St. Petersburg, Fla.

•

Nigel Patrick returned to London from New York yesterday via B.O.A.C.

•

Lon Formato, M-G-M district manager in Washington, is in Monroe General Hospital, Key West, Fla., following a heart attack.

•

Bert Lefkowich, of Community Circuit Theatres, Cleveland, has returned there with Mrs. Lefkowich from a vacation trip to the West Coast.

•

Mrs. Mack Grimes, wife of the general manager of Bailey Theatres, Atlanta, has given birth there to a son.

If others do it — I won't!
If others say it — I won't!
If others write it — I won't!
Only by using that which is nowhere but in myself, can I become
INDISPENSABLE TO YOU!
Exploitation—Publicity—Public Relations—
IDEARAMAS
Box 26 Motion Picture Daily, 1270 Sixth Ave.
New York 20, N.Y.

Large City Admission Prices Continue Drop

From THE DAILY Bureau

WASHINGTON, Feb. 2. — Large city admission prices continued to drop during the last quarter of 1958, the Bureau of Labor Statistics reported.

The BLS figures showed that prices rose in the first quarter of 1958, but then dropped slowly during the rest of the year. The Bureau's figures are supposed to reflect price trends in the 34 largest cities.

The adult admission price index dropped from 135.7 per cent of the 1947-49 base period at the end of September to 135 per cent at the end of December, BLS said. Children's prices dropped to 125.8 per cent of the base period at the end of the year, from 126.4 per cent at the end of September.

The combined adult-children's index fell from 134.8 per cent of the base period at the end of September to 134.1 per cent at the year-end.

Overall Average Up

Despite the drop during the latter part of the year, 1958 average prices in all three indices were well above 1957 average prices. This is because prices were rising all through 1957 and into the first part of 1958. The adult, children's, and combined indices for 1958 were 136.8, 126.5 and 135.7 per cents respectively, compared to 132.3, 119 and 130.5 per cents in 1957.

B'way Fire Starts Move To Regulate Billboards

Legislation to require fire access openings in Times Square billboards and spectaculars more than one story in height is being sought by N. Y. Fire Commissioner Edward F. Cavanaugh, Jr., following Saturday night's blaze in a restaurant adjoining Loew's office building.

Loew's Theatres and M-G-M offices were undamaged but electrical equipment and files in the annex suffered some water damage. Firemen fought the blaze for three hours at the height of the theatre hour. Loew's State Theatre, which is closed for alterations, was not damaged.

Commissioner Cavanaugh said the advertising signs made it almost impossible to fight the blaze and endangered firemen who had to work beneath signs whose supports were weakened by heat. He appointed a committee headed by Robert W. Dowling to draft corrective legislation to regulate the signs and provide access to the building sides they cover.

'Mile' to Victoria

"The Last Mile," United Artists' release, will be the next attraction at the Victoria Theatre here.

WELL! . . .

Quote of the Season:

"Radio and television are still our favorite diversions and broadcasting is our favorite industry." —*Charles A. Alicoate, executive publisher, The Film Daily, in Radio and Television Daily, February 2, 1959.*

Pocket Books, Fox Plan Big 'Anne' Promotion

Pocket Books and 20th Century-Fox have joined forces in an extensive radio and television promotion for George Stevens' "The Diary of Anne Frank."

The campaign planned for the film and the best-selling pocket book, which calls attention to the Stevens' production and star Millie Perkins, will be inaugurated within the next two weeks, several weeks in advance of the Broadway opening. The latter will be March 17 at the RKO Palace here.

'Read the Book—See the Movie'

The "Read-the-book—See the Movie" slogan will be capitalized on with a complete saturation of 1-minute radio spots and 1-minute, 30-second and 15-second spots for use on television.

13 More to Help in 'Oscar' Promotion

The Council of Motion Picture Organizations yesterday announced the names of 13 additional chairmen and co-chairmen of committees to obtain exhibitor cooperation in the promotion of the Academy Awards telecast on April 6.

The latest appointments include: Northern California, Irving M. Levin of San Francisco; Delaware, Lewis S. Black and Edgar J. Doob of Wilmington; downstate Illinois, George G. Kerasotes of Springfield; Missouri, Edward B. Arthur of St. Louis; Nebraska, Robert R. Livingston of Lincoln; Oregon, Art Adamson of Portland and Dean Matthews; Western Pennsylvania, Henry Burger of Pittsburgh; North and South Carolina, Sam Irvin, of Asheville, N. C.; Tennessee, Herbert R. Levy of Memphis; and Washington, Fredric A. Danz and Will J. Conner of Seattle.

Name Thana Skouras

Thana Skouras Associates has been retained by Arthur Mayer and Arthur Knight to handle the editorial research for their forthcoming history of United Artists, which has the working title of "The Lunatics Have Taken over the Asylum." The book is for fall publication by the MacMillan Company.

Atty. Gene

(Continued from page 1

too general and the board r
have given themselves wide
inatory powers not provided l
he asserted.

The board may delete o
from motion pictures, the atton
eral pointed out, "but cannot
—go beyond that point."

The Anderson move was p
by the action of the Trans-L
tributing Company of New
prevent the censor board from
childbirth scenes from "The
Dr. Laurent."

Court 'Hostility' M
Doom Ohio Censo

Special to THE DAILY

COLUMBUS, O., Feb. 2.—
preme Court "hostility" to film
ship might kill the proposed
scenity Ohio censorship law e
is approved by the state leg
said the "Columbus Dispatch
editorial. The "Dispatch" h
consistently for "limited" film
ship.

The bill was introduced in t
Shaw, Republican, Columbus
fines obscenity in specific ter
sets up a five-member censo
one of whom would be a rep
tive of the film industry. Th
bill is the first censorship pro
be introduced in the current

Mrs. Summerville,

TORONTO, Feb. 2. — Two
after the death of her exhibi
band, Mrs. Alberta Dean S
ville, 81, died at her home h
a long illness. Her sons, I
William Summerville, both o
are active in the theatre
survive.

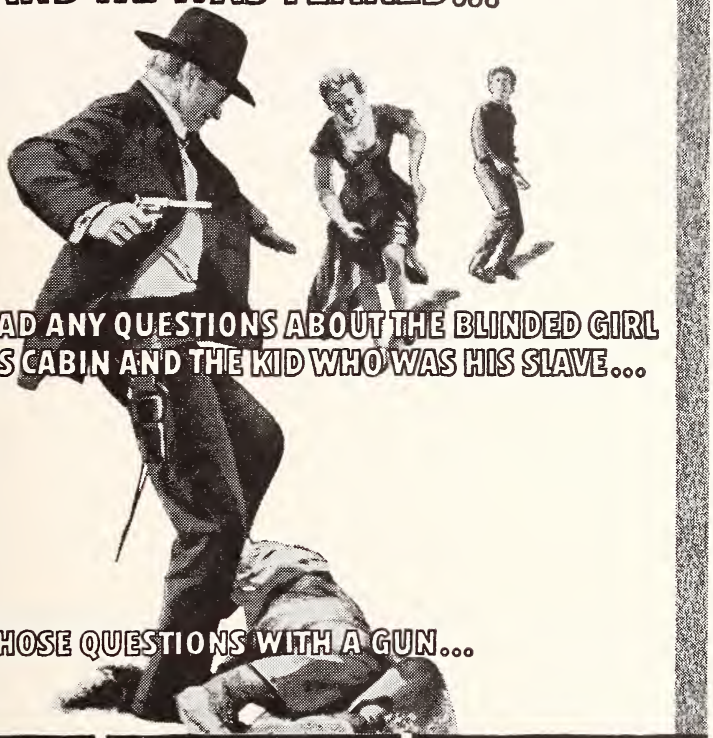
NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
FRANK SINATRA • DEAN MA
SHIRLEY MacLAINE
"SOME CAME RUNNI
A SOL C. SIEGEL PRODUCTION from
and GALA NEW STAGE SPECTAC

FILMACI
THE NAME TO REMEMBER
• Speed
• Dependability Are You
• Quality WHEN YOU NEED
SPECIAL TRAILERS
1327 So. Wabash Chicago 5.

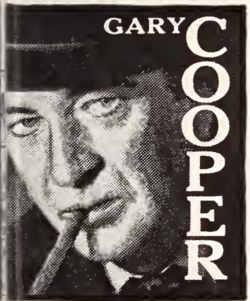
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, New
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cl
ington. D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Corresponde
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue,
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan,
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 ti
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

S NAME WAS JOE FRAIL AND HE WAS
ECIAL AND HE WAS FEARED...



D IF YOU HAD ANY QUESTIONS ABOUT THE BLINDED GIRL
KEPT IN HIS CABIN AND THE KID WHO WAS HIS SLAVE...

U ASKED THOSE QUESTIONS WITH A GUN...



GARY COOPER

MARIA SCHELL

KARL MALDEN

WARNERS'
WORLD
PREMIERE
ROXY, N.Y.
Feb. 11th!

Then...
Mass
GREAT
PLAINS
PREMIERE
Feb. 18th!

OR WASHINGTON'S BIRTHDAY THE BIG ONE IS

The Hanging Tree

TECHNICOLOR®

Introducing
N PIAZZA

A BARODA PRODUCTION · Screenplay by WENDELL MAYES and HALSTED WELLES
Produced by MARTIN JUROW and RICHARD SHEPHERD · Directed by DELMER DAVES
Music by MAX STEINER

MARTY ROBBINS SINGS "THE HANGING TREE"
A terrific song — and a terrific promotion
for your showing. It's on the
air now — talk to your disc jockeys!

Welcome Back, Jack!

WORLD-WIDE TRIBUTE TO JACK L. WARNER
DEC. 28–APR. 4

COLUMBIA SALU

The New York Times.

WELCH WILL ACT AS JUDGE IN FILM

Lawyer Says Role, His First, Is Closest He'll Ever Get to Sitting on the Bench

By A. H. WEILER

Joseph N. Welch, who has categorically denied that he is an actor, has signed to appear in his first acting role. The Boston lawyer will play the featured role of a judge in a major motion picture, "Anatomy of a Murder."

Mr. Welch achieved nationwide prominence in 1954 as the urbane and sagacious counsel for the Army in the hearings on the dispute between the Army and the late Senator Joseph R. McCarthy before the Senate Permanent Subcommittee on Investigations.

During the hearings, watched by vast television audiences, the Army contended that Senator McCarthy, a Wisconsin Republican, had sought preferential treatment for an aide, G. David Schine, before and after Mr. Schine was drafted. Mr. Welch's calm, incisive, legal ripostes were brought to bear against Senator McCarthy, who asserted that the Army had raised the issue to force him to ease his investigation of Army security measures.

The film version of "Anatomy of a Murder," a best-selling novel by Robert Traver, will be produced and directed by Otto Preminger on location in Ishpeming and Marquette, Mich., and Hollywood beginning in March.

The Bench Beckons

Reached at his home in Harwich, Mass., yesterday, the 68-year-old lawyer said his move had been fully premeditated.

"I took this assignment with a sort of wrench of the spirit," he said, "realizing that people would say that I've quit being a lawyer to become an actor. But," he added with a chuckle, "I sensed also that this is the closest I'll ever come to being a judge, and I guess this is what appealed to me."

Although he would not divulge the terms of his contract, Mr. Welch conceded that he was being paid "a pleasant sum" for his five-week stint in motion pictures.

Mr. Welch has appeared in television assignments as a commentator on programs about the Constitution of the United States and the Lizzie Borden case on the "Omnibus" series.

Robert Traver is the pen name for John D. Voelker, who is a Supreme Court justice in Michigan, where all of the action in the film takes place.

A NEW CAREER? Joseph N. Welch, left, Boston attorney, who will play a judge in forthcoming movie, "Anatomy of Murder," meets his producer-director, Otto Preminger. It will be Mr. Welch's first acting role.

FRONT PAGE Feature section

NEW YORK Herald Tribune

FOUNDED APRIL 10, 1841

Mr. Welch Goes to Hollywood

"I'm a trial lawyer," Joseph N. Welch once said when approached by a TV producer, "and there's a slice of ham in every trial lawyer. He might not be any good if that slice of ham were not there. But I'm not an actor."

The remark is modest, but few people would agree with it. As the Army's counsel during the televised McCarthy hearings of 1954, Mr. Welch disarmed his foes not only with wisdom and wit, but with subtle dramatic skills. In the arching of an eyebrow he could expose a lie; in the inflection of his voice he could turn a simple question into a sharp weapon.

It was no accident that TV made him so many offers after the hearings ended, and Mr. Welch obviously relished the ones that he accepted, such as the "Omnibus" programs on the Constitution, capital punishment and the Lizzie Borden trial. On them he secured his place as a national sage while the other principals in the McCarthy fracas dropped out of the public gaze.

Now Mr. Welch has signed to play the judge in the movie version of "Anatomy of a Murder," which will star James Stewart and Lana Turner. The book has all the popular ingredients, as its fifty-two weeks on the best-seller list attest. But can it match the McCarthy hearings for sheer drama? Probably not. Mr. Welch on a Hollywood set, sitting in his mock judicial robes, speaking lines that writers have contrived for maximum thrills and suspense, will still find the movie a tame charade, proving the old adage that truth is stranger than fiction.

Of course, as a trial lawyer he has known this all along. But at least he will have the new experience of viewing court procedure from a different side of the bench, for he has never been a judge before. Nor does it fall to every man in his career to co-star with Lana Turner. As Mr. Welch said of his venture into commercial television a few seasons ago, "It is a little champagne added to an old man's life after he has been eating in cafeterias for years."

EDITORIAL PAGE

Newsweek

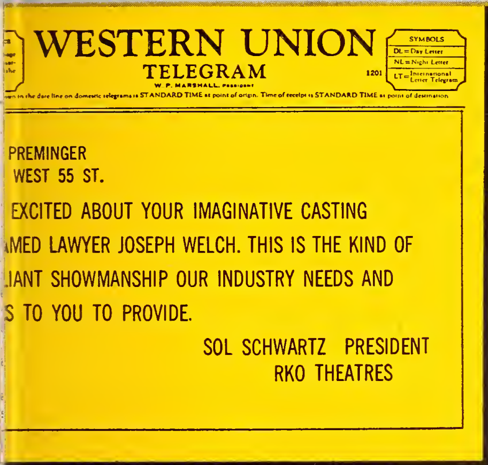
New Role: During the dramatic Army-McCarthy hearings of 1954, the Army's feisty, witty counsel, JOSEPH NYE WELCH, became as much a daytime television personality as Arthur Godfrey. Now, the 68-year-old Boston barrister has selected another medium—the movies. Welch will portray a judge in the film adaptation of the best-selling b "Anatomy of a Murder." The Iowa-b attorney, who has appeared on tel sion's "Omnibus" several times s 1954, insists that he isn't as good an a as "director Otto Preminger thinks." he said, "I sensed that this is the clo I'll ever come to being a judge."

JOSEPH N. WELCH joins JAMES STEWART · LANA TUR

EVE ARDEN · JAMES DALY · G

STARTS SHOOTING MID M

TO PREMINGER'S SHOWMANSHIP!



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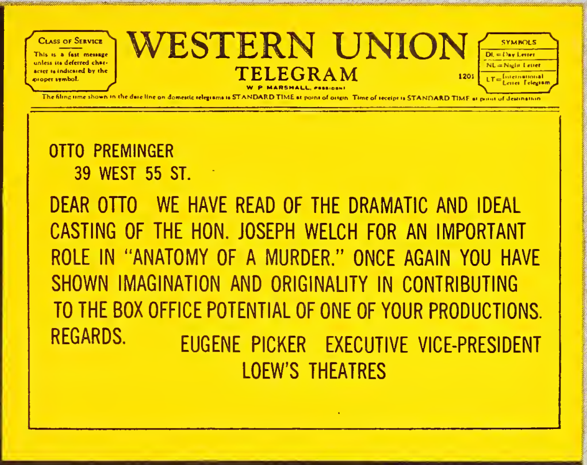
PREMINGER
WEST 55 ST.

EXCITED ABOUT YOUR IMAGINATIVE CASTING
MED LAWYER JOSEPH WELCH. THIS IS THE KIND OF
IANT SHOWMANSHIP OUR INDUSTRY NEEDS AND
S TO YOU TO PROVIDE.

SOL SCHWARTZ PRESIDENT
RKO THEATRES



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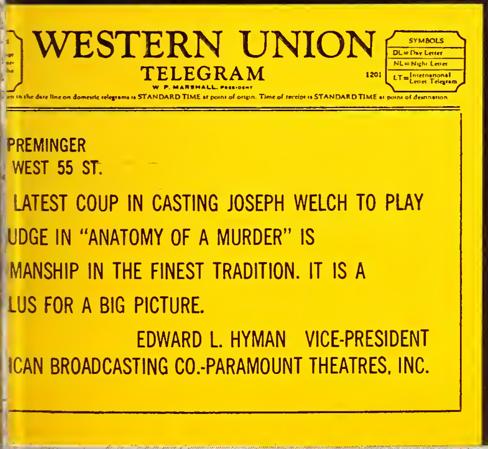
OTTO PREMINGER
39 WEST 55 ST.

DEAR OTTO WE HAVE READ OF THE DRAMATIC AND IDEAL CASTING OF THE HON. JOSEPH WELCH FOR AN IMPORTANT ROLE IN "ANATOMY OF A MURDER." ONCE AGAIN YOU HAVE SHOWN IMAGINATION AND ORIGINALITY IN CONTRIBUTING TO THE BOX OFFICE POTENTIAL OF ONE OF YOUR PRODUCTIONS. REGARDS.

EUGENE PICKER EXECUTIVE VICE-PRESIDENT
LOEW'S THEATRES



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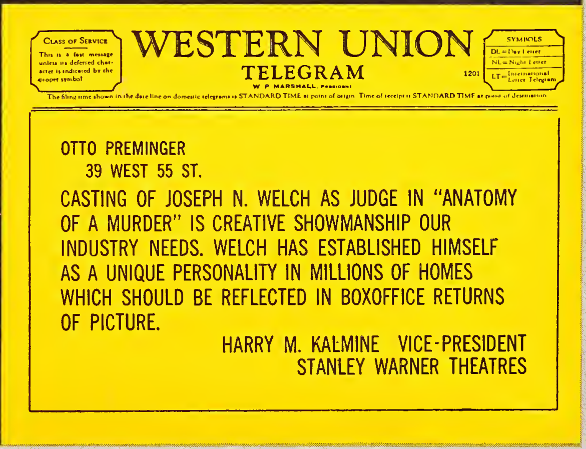
PREMINGER
WEST 55 ST.

LATEST COUP IN CASTING JOSEPH WELCH TO PLAY
UDGE IN "ANATOMY OF A MURDER" IS
MANSHIP IN THE FINEST TRADITION. IT IS A
LUS FOR A BIG PICTURE.

EDWARD L. HYMAN VICE-PRESIDENT
ICAN BROADCASTING CO.-PARAMOUNT THEATRES, INC.



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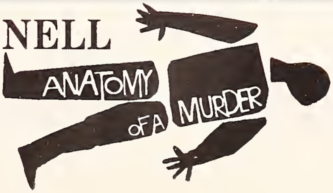
OTTO PREMINGER
39 WEST 55 ST.

CASTING OF JOSEPH N. WELCH AS JUDGE IN "ANATOMY OF A MURDER" IS CREATIVE SHOWMANSHIP OUR INDUSTRY NEEDS. WELCH HAS ESTABLISHED HIMSELF AS A UNIQUE PERSONALITY IN MILLIONS OF HOMES WHICH SHOULD BE REFLECTED IN BOXOFFICE RETURNS OF PICTURE.

HARRY M. KALMINE VICE-PRESIDENT
STANLEY WARNER THEATRES

GAZZARA · ARTHUR O'CONNELL
TT · ORSON BEAN in OTTO PREMINGER'S



umbia Pictures Release

AA's Grosses

(*Continued from page* 1)

ing year, making 15 to 17 themselves, and the remainder by independent producers. Some will be "blockbusters" but Broidy emphasized the need for moderate budgeted pictures with what he termed a "built-in" gimmick. He gave as an example "The House on Haunted Hill" with the Emergo gimmick which is taking phenomenal grosses in America. It shows, he added, the public will still respond to showmanship.

Asks 'Blood, Sweat and Tears'

He concluded with an appeal for more blood, sweat and tears in the industry. There has lately been plenty of blood and tears but we are a little short of sweat, Broidy said.

With Norton Ritchey he goes on to Paris to line-up an Allied Artists production in France before returning to London en route for America.

Russian Film Exchange

(*Continued from page* 1)

ternational Education at the Mayflower Hotel here.

"I think the film industry has done a good job," the Senator said. "I think Eric Johnston should be commended instead of criticized for his efforts.

"I think we ought to realize that it is to our advantage to have American films shown in the Soviet Union.

"If American films are good enough for you and for me and for our children, then why not for the Soviets?

Praises the Quality

"I am of the opinion that we ought to try to show them in Russia. Many of these films are top grade films. They're not rag-tag B fiilms. They're Class A films, the best that you can show.

"Instead of having the film industry beaten over the head because it has done something that we ought to have done ten or 15 years ago, I think the industry ought to be given some kind of medal for its services beyond the call of duty."

Reserve Decision

(*Continued from page* 1)

atrical Corp., a Stanley Warner subsidiary which operates the Strand and Embassy, and Peter G. Perakos, operator of the Palace and Arch Street, all New Britain houses, on the contention that presence of policemen on duty in theatres is contrary to both federal and state laws. Judge Shapiro has ordered opposing counsel to file briefs by Feb. 11.

Imitation of Life

(CONTINUED FROM PAGE 1)

spiritual singer, appearing as herself in the funeral sequence, there is a plentiful supply of meaningful names to flash before the eyes of the public.

Elaborately produced by Ross Hunter and directed by Douglas Sirk, the team that gave theatre owners the successful modern version of "Magnificent Obsession" a few years ago, the production is in Eastman Color and, with its several musical embellishments would appear to offer a built-in opportunity to realize some extra profits.

The modernized screenplay by Eleanore Griffin and Allan Scott retains the basic plot ingredients, specifically the young Negress who wanted to pass as white, and the resultant heartache and tragedy that was visited upon her mother. With desegregation developments prominent in today's news, this racial aspect takes on a topical quality and audiences will bring to it heightened interest and sympathy.

The authors have transformed Miss Turner's role into that of an actress who climbs to stardom with the aid of a romance with a playwright, played by O'Herlihy, which supplants a more lasting one with her suitor of the early, lean years, Gavin. As her career reaches its peak, the camera is afforded ample opportunity to display gowns and jewelry in profusion.

MISS TURNER is svelte and professional as the young, widowed actress who sacrifices true love and the companionship of her daughter for a career, and who, when in need of both, discovers that her daughter has grown up and is in love with Gavin, also.

Miss Moore, as Miss Turner's housekeeper, is fine as the Negro mother who offers her rebellious daughter love and understanding, and is repaid with rejection and heartbreak. Miss Dee and Miss Kohner are excellent in their roles as the respective daughters, and Gavin as Miss Turner's patient suitor, and Alda as her romantically inclined agent, give excellent performances.

Musically, there is Mahalia Jackson's rendition of "Trouble of the World," a spiritual, and there is "Empty Arms," sung by Miss Kohner, for which Arnold Hughes wrote the music and Frederick Herbert the lyrics. And, finally, there is a title song with music by Sammy Fain and lyric by Paul Francis Webster, sung by Earl Grant.

With its pre-sold title and its name strength, its topical values and other components certain to help generate favorable word-of-mouth, the box office strength of this attraction should be considerable. Exhibitors will serve themselves well by getting solidy behind it with all the promotion they can afford. They will be well repaid.

Running time, 124 minutes. General classification. Release, in April.

SHERWIN KANE

Negroes Defend 'Life' Against 'Libel' Charge

From THE DAILY Bureau

HOLLYWOOD, Feb. 2.—Universal's "Imitation of Life" was defended today by several prominent Negro newspapermen after it had been denounced by the Los Angeles Tribune, Negro daily, as a "libel on the Negro race." The Tribune said it will refuse all advertising on the picture.

Coming to the defense of the film were Harry Levitt, Associated Negro Press and dean of Negro correspondents in Los Angeles; Hazel Washington, Chicago Defender, and "Doc" Young of L. A. Continental.

New Two-Year Studio Labor Agreement Set

From THE DAILY Bureau

HOLLYWOOD, Feb. 2. — A new two-year agreement between major studios, TV film producers and film processors with the IATSE studio unions was concluded here at the weekend.

The agreement provides for a 21-cent per hour increase in wages and fringe benefits; an increase in payments into the industry pension plan; extension of health insurance to retired employes and an increase in life insurance coverage for employes from $1,000 to $2,500. Payments into health and welfare fund hereafter include overtime hours worked ir basis of computation.

The unions may reopen the tract on the issue of wages onl the event the Bureau of Labor S tics cost of living index rises 5 cent or more above the Jan. 15, figure.

Flick in Repl

(*Continued from page* 1)

why Mr. Clark should be writing unsolicited, open letter, which peared in the press before I rece it, and concerned because it cont certain distortions of facts."

Dr. Flick pointed out that he "especially concerned" about Cl use of words "compounding a felo "The dictionary defines felony 'grave crime'," Dr. Flick said, ad "I have committed no grave cr nor have I compounded it. I ass that Mr. Clark was not using the in the invidious sense.

"This shows how the phrase ca easily misconstrued, just as the notative but mistaken meaning of sorship' gives that term an implic of opprobrium."

"It is a simple statement of f added Dr. Flick, "to say I am sup ing a licensing law enacted by legislature—the representatives spokesmen of the public, in 1921, repeatedly and overwhelmingly dorsed by them since then, de the efforts of those opposing re tion, or censorship."

Sees 'More Positive Approach

Flick pointed out that his film ings plan had never been offic approved by the State Educatio the Board of Regents. He adva the idea because of the "belief it w provide a more positive approa censorship," and particularly "w help parents to determine what children should see on the screen

Flick emphasized that, de Clark's statement, he had not cized the Production Code. "I constantly and publicly spoken immense benefit to the industry a the public—benefits which the p probably does not realize, and sh not be expected to appreciate,' explained.

'S.S.' *Overseas Bow*

"Cinerama South Seas Advent will have its first overseas premie the Teatro Del Este, Caracas, V zuela, on March 29. The theat reported to be already sold out fo first six weeks of the engagemen

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Television Today

'Tactic' New Series On Cancer Control

number of celebrities from vari- fields of the entertainment world, ıding Alfred Hitchcock, Steve n, Ruth Hussey, Jim Backus, and ı and Hari, are participating in :tic," a weekly program of 6 half- TV programs on cancer control. ıe series, produced by the Nation- roadcasting Company in coopera- with the Educational Television Radio Center and the American :er Society, will be telecast over NBC-TV network facilities to edu- nal stations, beginning Tuesday, 10. Other NBC affiliated sta- will carry the series on a de- l basis at later dates.

Press Book Included

part of the promotion for the ;, a press book similar to those for motion pictures has been d, providing thumbnail sketches e personalities involved and de- l information on the series itself.

tor Hits Pay-TV at eting in Atlanta

Special to THE DAILY

LANTA, Feb. 2. — "The public ing sold a pie in the sky in the V situation," Sol Taishoff, editor ublisher of "Broadcasting Maga- ' told a meeting of local radio TV people here recently.

othing should be done to black ıe public's reception of free TV," off said, pointing out that "free ınd pay TV cannot exist side by ' Taishoff quoted NBC's Robert ff as saying that " 'if pay TV is rized by Congress as an on the rvice, NBC-TV would be forced the same system, and would ıbly make higher profits'."

ımi Channel Six en to All Bidders

Special to THE DAILY

IAMI, Feb. 2.—After almost two of legal hassles, Miami's televi- Channel 6 is open ot all applicants wish to bid to operate it. The Court of Appeals Friday sustained 'ederal Communications Commis- which assigned Channel 6 to the ıi area April 25, 1957.

rico Investment Co., which op- s WITV on Channel 17 in Ft. erdale, an ultra high frequency n, contested the assignment on rounds that a fifth VHF channel iami modified its license. Gerico contended it should have been al- d to operate on Channel 6, instead eing forced to compete for the r with other applicants.

similar and earlier appeal by o in connection with Channel 7 iami, also was denied.

Who's Where

Three additions have been made to the staff of Flamingo Telefilm Sales. **Wells Bruen,** who resigned from Official Films, will serve as Flamingo's regional sales manager working from the Dallas, Tex. office. **Sam Steele, Jr.,** who has been with Official Films for the past five years, also joins Flamingo as regional manager for the Southern Division, opening new offices in Atlanta. **William A. Whalen,** whose background includes associations with MPTV and Guild Films, joins Flamingo's midwestern sales staff.

□

Erwin Needles, formerly director of sales for WMBC-TV, West Hartford, Conn., and at one time vice-president and general manager of the Julian Gross Advertising Agency, Hartford, has joined Radio Station WMAS, Springfield, Mass., as commercial manager. He is son of **Henry L. Needles,** former Hartford district manager for Warner Bros. Theatres.

□

The Jack Wrather organization has named **Jessica Maxwell,** formerly with TPA in production and casting, as casting director, **Walter Kingsley,** president of the company, announced.

Conn. Bill Would Aid Radio, TV 'Immunity'

Special to THE DAILY

HARTFORD, Feb. 2. — Democratic Rep. Louis J. Padula of Norwalk, Conn., has introduced a measure to grant immunity to Connecticut newsgatherers, including radio-TV men, who refuse to divulge sources of information.

The proposed bill, submitted to current state legislative session, still gives the court the right to imprison persons who refuse to testify before it, but, for the first time, excludes from the court's jurisdiction newspapermen and newsmen for radio-television stations.

This exception reads: "No person engaged in the work of gathering, compiling, editing, publishing, disseminating, broadcasting or telecasting news shall be committed for refusal to disclose the source of information procured by him for such publication, broadcasting or televising."

Newman Heads Group

HOLLYWOOD, Feb. 2. — Samuel Newman has been named to head the television film negotiating committee of the TV-radio branch of The Writers Guild of America, West. Others in this group are Morgan Cox, Lee Berg, Ollie Crawford, Jerry Gottler, Hal Fimberg, Orville Hampton, David Harmon, Kay Lenard, Nate Monaster and Stanley Niss. The present TV-film contract expires January of next year.

Expect 'Oscar' Broadcast To Reach 500,000,000

From THE DAILY Bureau

HOLLYWOOD, Feb. 2. — Increase in world-wide coverage of the Academy Awards broadcast over last year's event will bring the total saturation on eyes and ears close to one-half a billion people. Additional TV and radio stations in U.S., Canada and Alaska will augment those carrying the program in previous years.

ACE Committee

(Continued from page 1)

bian, ACE chairman. The executive committee will meet Feb. 10, and the full committees on Feb. 11.

Telegraphic invitations to attend the meetings went to committee chairmen and members yesterday.

Stating that "attendance at the meetings is important to formulate a program to start immediately to affect the entire future of the motion picture industry," Fabian urged attendance of all committee members.

"The fact that meetings of exhibitors have been held in 16 exchange areas with complete approval of the ACE program, without one dissenting vote recorded, indicates to us that we can go forward with our program with the knowledge that we have the complete confidence of exhibitors throughout the country," Fabian said.

"Area co-chairmen in parts of the country where meetings have not yet been held," Fabian said, "have been in touch with ACE headquarters and all have indicated that exhibitors in their areas are enthusiastic about the ACE program. All of these areas will hold local ACE meetings very soon.

"Our mid-February meetings will start ACE rolling along the lines indicated in the organizational committee reports. Whatever is necessary to put these recommendations into action will be done at the forthcoming meetings, other than the parts of our program that have been assigned to COMPO for action," Fabian concluded.

Rank Outlines

(Continued from page 1)

"National Release" circuit, along with many of the independents, particularly those taking films made by Twentieth Century-Fox, such as the Granada, Essoldo, Shipman and King circuits. Fox films will also be available for showing on the "Rank Release" circuit.

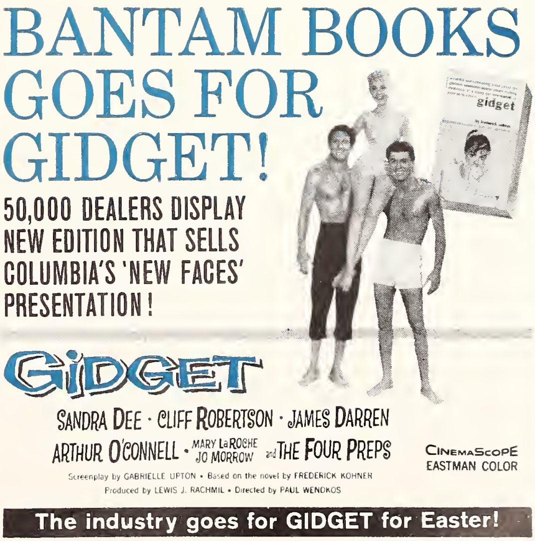
So far, there is no plan to change the names of cinemas, nor is there any financial link-up between existing cinema owners or groups.

First outward sign of the change to the public will be the emergence in newspaper advertisements, particularly in the London area, of a new circuit called the "National Release." Posters and other media will also be used to tell patrons how the new pattern would operate. An explanatory leaflet has been printed for widespread distribution.

Points to 'High Class Programs'

"We need your help," Winckles said, "to establish the change of name. We also need your help in putting over to the public the many high class programs which will be offered between now and Easter which otherwise many people might not see."

This is the first step in the Rank rationalisation scheme which involves the closure of a number of "uneconomic" cinemas. Earlier, the Rank Organisation thought that around 80 cinemas might have to be closed over the next two years but now it is thought that with the new film distribution pattern the number may be less—around 60.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Screenplay by GABRIELLE UPTON • Based on the novel by FREDERICK KOHNER
Produced by LEWIS J. RACHMIL • Directed by PAUL WENDKOS

The industry goes for GIDGET for Easter!

Republic's Outlook Bright, Says Yates

Republic Pictures, which had a net loss of $1,362,000 in fiscal 1957, earned about $1,500,000 in the year ended Oct. 26, H. J. Yates, president, told the Wall Street Journal. He added that the outlook for the company, which eliminated theatrical film production last year, was the best it has been in many years.

Yates said 218 post-1948 features being leased to television will bring in between $16 million and $20 million in the domestic market at the rate of about $2 million per year. Pre-'48 films being rented to TV should amount to about $4 million in the next three years, he said. Income from foreign rentals of theatrical films is expected to bring in about $50,000 weekly.

Holding 50 Post-'48 Films

About 50 post-'48 films remain in Republic's vaults, he said, and will not be turned over to TV for another year or so. Yates said rental of studio space to TV film producers is at a peak, and Republic's Consolidated Laboratories and moulded plastics business are doing well. He said it cost $2 million in fiscal 1958 to liquidate Republic's theatrical motion picture business.

Tri-States Signs

(*Continued from page* 1)

dates vary from city to city, contracts providing for one-man service have been ratified for Tri-States theatres in Kansas City, Omaha, Des Moines, Davenport, Rock Island and Sioux City.

The two-man shift in the booth has been a long-time controversial issue, projectionists maintaining that it was a necessity for deluxe operations, while managements have claimed it was merely a hangover from the days of sound-on-disc, and that the practice with present-day equipment is wasteful.

In Kansas City, the new contract was jointly negotiated by representatives of Loew's, Fox-Midwest and Tri-States.

Associated British

(*Continued from page* 1)

predicted in a letter to stockholders. Net profit before taxes for the previous year was £2,823,575 ($7,906,010).

Sir Philip pointed out that in view of various capital commitments and development projects, it would be impossible, at this stage, to estimate what sums will have to be reserved out of net taxed profits for these purposes.

Earlier this month, the corporation declared an interim dividend of 20 per cent, as against 7½ per cent in the previous year. Total dividend in that year was 30 per cent. In addition to its chain of 375 theatres, ABPC operates as weekend program contractor to commercial TV stations.

New Films Impress Vogel

(*Continued from page* 1)

said, is "Ben Hur," of which he saw four hours of footage. On the basis of the viewing Vogel predicted it will be "one of the greatest achievements in motion picture history."

Other new films viewed by Vogel included "The Mating Game," "Count Your Blessings," "The World, the Flesh and the Devil," "Green Mansions," and "The Beat Generation."

'Ben Hur' for Fall Release

With studio head Sol C. Siegel and studio administrator Ben Thau, Vogel discussed plans for the final editing and scoring of "Ben-Hur," which is scheduled for release in the Fall. William Wyler, who directed the picture in Italy, is due to arrive from Rome within the next three weeks to continue supervision of the final stages of the production.

During his stay, Vogel also covered with Siegel, Thau and other studio executives, plans for launching a number of important new film projects, in the next several weeks including "Never So Few," "It Started With a Kiss" and "The Wreck of the Mary Deare."

Release Plans in Work

Upon his return to New York Vogel, with general sales manager Jack Byrne began mapping out plans for the pictures to be released by the company between now and the end of August.

New Location Slated for Grand Junction Drive-In

Special to THE DAILY

DENVER, Feb. 2.—The Starlite Drive-In Theatre, the first drive-in constructed in Grand Junction, Col., has been sold by Lloyd Files, owner, to William More, who also operates the Uranium Drive-In, Naturita. Situated on the outskirts of town, the Starlite is hemmed in by construction and the rapid growth of the community.

As a result, More will move all equipment, screen tower and all, to a new location at the opposite end of town. He hopes the move can be made in time for spring re-opening, sometime in March.

Files Anti-Trust Suit

Independent Theatres, Inc., circuit operating seven theatres in the Chattanooga, Tenn., area, yesterday filed in Federal Court here an anti-trust suit charging discrimination against its theatres in favor of those of American Broadcasting-Paramount. Suit seeks to enjoin the defendants from the alleged "monopoly" and asks $3,100,000 in damages. Defendants are Citation Films, Inc., AB-PT, Wilby-Kincey Service Corp., and these distributors: 20th Century-Fox, Paramount, Warner Bros., Loew's, and Universal.

'Sinbad' Holding Over

Columbia's "The 7th Voyage of Sinbad" is doing top business at two Loew's theatres in the metropolitan area—the Metropolitan in Brooklyn and the Jersey City theatre. At the first house it did $20,470 for the first five days of opening week and $20,470 at the other for the same period. The film is holding at both for second weeks and the grosses prove, the company said, that the picture is holding up for regular as well as holiday runs.

Houston Likes 'Rally'

The strong box-office pace of Leo McCarey's "Rally Round the Flag, Boys!" is being maintained in Houston where the 20th-Fox release grossed $13,188 on Thursday and Friday at the Metropolitan Theatre there.

Fox Ohio Filing

(*Continued from page* 1)

law firm, filed the suit against 10 state and former state officials. The action follows a similar suit filed several weeks ago by Paramount Film Distributing Corp. Paramount sought $55,846 in back censor fees.

The Fox suit covers the period from the company's founding until 1954. The Paramount suit covers a three-year period ending in 1954.

Cinerama to Close At Toronto Theatre

Special to THE DAILY

TORONTO, Feb. 2. – Cinerama will close here at the University Theatre at the end of March, with the expiration of the lease. The operation began in Toronto in September, 1957, when $120,000 was expended on alterations to the theatre. The present film, "South Seas Adventure," opened Nov. 26, 1958, and has been playing to good business.

Jean Kennedy Feted

DETROIT, Feb. 2. – Jean Kennedy, advertising and publicity director of the Fox Theatre here for the past five years, was tendered a farewell luncheon by critics and associates prior to her departure for New York, where she will join David Suskind's Talent Associates.

'Beauty' Scores in L.A

Walt Disney's "Sleeping Beauty," in its first four days at the Fox Wilshire Theatre, Los Angeles, grossed $25,000, according to figures released here last night by Buena Vista. The picture opened Friday at the big Coast house.

Hawks Slate for WB

HOLLYWOOD, Feb. 2. – Howard Hawks will make several important films for Warner Brothers, it has been announced by Jack L. Warner, president. The first will be "Gold of the Seven Saints."

SDIG Pickets Fox St
In Dispute Over M

Following a breakdown of n
tions yesterday between Screen
tors International Guild and
Productions arising from the e
ment of Delbert Mann, non-m
of SDIG, as director of "Middle
Night," now concluding shootin
at the Fox Movietone studio
Street and 10th Avenue, the gui
ed to establish a picket line
studio starting at 7 A.M. this
ing.

Picketing originally had been
uled to start at the studio ye
but a postponement was agree
in order to allow time for Comm
er J. R. Mandelbaum of the F
Mediation and Conciliation Ser
arrive at a settlement. Negotiat
that end yesterday proved futil

Claims Outside-Cal. Jurisdic

SDIG, which claims jurisdicti
all directors outside of Californ
been seeking a contract wi
Screen Directors Guild in Hol
which would provide for rec
rights of all members of both
to employment in Hollywood
where. In the absence of such
tract, SDIG holds that Mann, di
"Middle of the Night," must
member of SDIG to pursue his
here.

NTA Registers 56,
Common Shares at

From THE DAILY Bureau

WASHINGTON, Feb. 2.—N
Telefilm Associates has register
000 outstanding common share
the Securities and Exchange C
sion. The shares are owned by
Broadcasting Corp., former ow
Minneapolis television station
TV, purchased by NTA some
ago.

Family Broadcasting Corp.
would transfer 22,222 shares
Minneapolis Tower Co., to w
owes $200,000. Another 29,306
will be exchanged for 20,933 sh
its Class A common at the rate
shares for one.

Family said it has no plans
position of the remaining shar
ered by the registration stateme
that it might sell them, exchang
for debentures and warrants
tional Theatres, or transfer the
stockholders on liquidation.

National Theatres has propo
quisition of NTA.

'Fisherman' May P
On Two-a-Day Poli

From THE DAILY Bureau

HOLLYWOOD, Feb. 2.—W
ney's "The Big Fisherman," w
now being edited, may be rele
a hard-ticket, two-a-day poli
summer, Irving Ludwig, gener
manager of Buena Vista, sai
Ludwig has been on the Coast
premiere of "Sleeping Beauty
a week of conferences on rel
upcoming films. He returns t
York tonight.

All
e News
That
News

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Concise
and
to the
Point

5, NO. 23 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 4, 1959 TEN CENTS

tate-Wide Meet

hibitors in egon Map y-TV Battle

Plans to Send ration to Washington

Special to THE DAILY

TLAND, Ore., Feb. 3.—Oregon rs are united in their deter- n to battle against toll-televi- l decided at a state-wide meet- to send a delegation to Con- legislation on the issue comes vote.

e meantime the exhibitors are l letters to their Senators and smen in support of bills that en introduced to curb toll-TV. pecial meeting of exhibitors on e was called amid unconfirmed hat steps were being taken to permit to operate a pay-TV t one of the cities in this state. g exhibitors at the meeting re Portland Mayor Terry D. City Commissioner Ormond nd County Commissioner Al

. Lightman, Jr. New o Theatres Head

Special to THE DAILY

PHIS, Feb. 3.—M. A. Light- , was today elected president o Theatres, Inc., to succeed er, the late M. A. Lightman,

d Lightman, his brother, and Levy were elected vice- ts. Edward P. Sapinsley was secretary-treasurer and Her- hn assistant secretary-treas-

man Asks Pay-TV se in Palm Springs

om THE DAILY Bureau

YWOOD, Feb. 3. — Carl n, who only recently sold his cent interest in Telemeter to nt, has reportedly asked the rings board of supervisors to

Continued on page 7)

SION TODAY—page 7

Prospect is Bright for U. S. Films Abroad, Commerce Department Says

By J. A. OTTEN

WASHINGTON, Feb. 3.—The outlook for U.S. films abroad in 1959 is "bright," with several recent developments expected to benefit business in foreign countries, the Commerce Department reported.

An exhaustive survey of overseas business by film chief Nathan D. Golden said the popularity of U.S. films with foreign audiences continued strong in 1958. The industry's high 1957 output of some 325 features reached the foreign market in 1958, earning about $215,000,000 eligible for remittance, about the same as in 1957, Golden declared.

During 1958, U. S. production

(*Continued on page* 2)

Set Plans to Promote 'Oscar' on TV and Radio

Special plans to promote the upcoming Academy Award telecast through tie-ins with television and radio stations were mapped at a meeting here yesterday of the radio and TV coordinating group of the MPA advertising and publicity directors committee.

Four programs in particular were approved and started. Included are:

To spot industry individuals on panel shows;

To have film stars communicate by

(*Continued on page* 7)

Report Progress on ASCAP Consent Decree

From THE DAILY Bureau

WASHINGTON, Feb. 3. — Rep. Roosevelt (D., Calif.) said the Justice Department has assured him it is making very satisfactory progress in its current talks looking toward a tougher consent decree with the American Society of Composers, Authors and Publishers.

Roosevelt was chairman of a House Small Business Subcommittee which criticized Justice originally for not being tough enough with ASCAP and

(*Continued on page* 8)

Seek Added Powers For Trust Division

From THE DAILY Bureau

WASHINGTON, Feb. 3.—Attorney General Rogers today submitted to Congress legislation to strengthen the powers of the Anti-trust Division.

All the proposals were in the Administration program in previous

(*Continued on page* 8)

Disney 14-Week Profit Shows Rise Over 1958

From THE DAILY Bureau

HOLLYWOOD, Feb. 3.—Consolidated net profit of Walt Disney Productions and domestic subsidiaries for the 14-week quarter ended Jan. 3, 1959, was $629,838, equal to 40 cents a share on the 1,581,011 common

(*Continued on page* 8)

REVIEW:

Compulsion

Zanuck—20th-Fox—CinemaScope

Fashioned in the shape of an ordinary thriller, this carefully polished, delicately crafted and beautifully fitted production departs from the ordinary formula and comes to the screen as a compelling, suspenseful melodrama. Credit would be hard to distribute. It is Richard Zanuck's first production, after some training with his father's independent production company but it bears no mark of the unsure or the non-professional. The direction, by Richard Fleischer, is sharp and aimed at building both the horror of the basic story and the suspense revolving around the fate of the principal characters. The performances, especially those by Dean Stockwell and Bradford Dillman as the two leads and most

(*Continued on page* 8)

With CinemaScope

Fox Restores Emphasis on Stereo Sound

Company Will Make True Stereo Prints Available

By GEORGE SCHUTZ

Stereophonic sound has been restored to its original status as a companion technique of CinemaScope in action taken by 20th Century-Fox following the company's recent joint New York-Hollywood conference, conducted by Buddy Adler, head of production, at the studio. It is being adopted as regular practice with pictures currently in production.

It is further pointed out that the new recording will be more truly stereophonic than that heretofore employed. Separation of single-channel recordings to produce three tracks ("pan-potting") is being reduced to a practical minimum. Regularly, each track will represent its own recording channel.

Commenting on the action in New

(*Continued on page* 8)

MCA Formally Acquires U-I Studios Monday

From THE DAILY Bureau

HOLLYWOOD, Feb. 3. — Music Corporation of America is planning to take over its acquisition of the Universal-International studios on Monday, following the completion of its escrow agreement this Friday.

Universal will coordinate its activities in space condensed to three buildings and 12 executive bungalows, with MCA taking over the main administration building, commissary,

(*Continued on page* 7)

Six Regional Premieres For 'Orchid' This Month

Paramount's "The Black Orchid," which has its world premiere at the Arcadia Theatre in Philadelphia today, will follow with regional premieres in five other major cities this month. The film is a March release.

A number of the regional premieres

(*Continued on page* 8)

PERSONAL MENTION

Burton E. Robbins, vice-president of National Screen Service in charge of sales, and **Jerome P. Phillips**, NSS counsel, will leave New York today for Rome.

•

Charles Simonelli, Universal Pictures Eastern advertising-publicity manager, is in Philadelphia today from New York. He will be in St. Louis on Friday, and in Atlanta next Tuesday.

•

Robert K. Shapiro, managing director of the Paramount Theatre, returned to New York yesterday from the Coast.

•

Georges Auric, president of the French Society of Authors, Composers and Publishers, has arrived in Hollywood from Paris. He is accompanied by **Jacques Enoch**, general secretary; **Leon Malaplate**, general manager, and **J. L. Tournier**, delegate from the French Society to Ascap.

•

Mel Shavelson and **Jack Rose**, Paramount producers, have returned to New York from Italy.

•

Irving R. Ludwig, president of Buena Vista; **James O'Gara**, Eastern division manager, and **Jesse Chinich**, Western division manager, have returned to New York from Hollywood.

•

Trevor Howard will return to New York from Australia today via B.O.A.C.

•

Philip Gerard, Universal Pictures Eastern publicity manager, will leave here today for Key West, Fla.

•

Sam Spiegel, producer, will leave here on Sunday for London.

•

William Castle, producer-director, arrived here yesterday from the Coast.

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THE FIRST NAME IN TRAILERS

Two 'U' Dividends on Cumulative Preferred

The board of directors of Universal Pictures has declared a dividend of \$3.1875 per share on the 4¼ per cent cumulative preferred stock of the company, in full payment of all arrears of dividends on said stock; and in addition has declared a regular quarterly dividend of \$1.0625 per share on said stock.

The dividends are payable March 2, 1959, to stockholders of record on Feb. 16, 1959.

'House' Sets Records With Use of Emergo

"House on Haunted Hill" has set another boxoffice record, Morey R. Goldstein, vice-president and general sales manager of Allied Artists, has announced. The new boxoffice figure was set at the Paramount Theatre in Boston, where the William Castle-Robb White Production brought in \$16,408 in five days. The picture, with the new theatre device, Emergo, is being held for a second week.

Early boxoffice reports from other houses, all of which used Emergo, indicate excellent business. These include the Capitol, Jackson, Mich., with \$4,793 for the first four days; the Capitol, Kalamazoo, Mich., \$4,700 for the first four days; Muskegon, Mich., \$3,846 in the first four days; the Strand, Pontiac, Mich., \$4,966, in the first three days; the Gladmer, Lansing, Mich., \$4,980 in the first three days; the Bijou, Battle Creek, Sunday opening alone, \$1,751, and the Capitol, Flint, Mich., Sunday opening \$4,211.

Swimsuit Tie-Up Set For Columbia's 'Gidget'

A tie-up between Columbia Pictures and Rose Marie Reid, will result in a national promotion for Columbia's feature film, "Gidget" and the swimsuit company's junior line.

Keynoting the campaign will be a double-truck full color ad in the April issue of "Seventeen," with Sandra Dee, star of "Gidget" pictured in Rose Marie Reid junior swimsuits, in each case photographed with James Darren, one of her co-stars in the film. Reprints of the ads will form the basis of window and counter displays for thousands of retail outlets across the country. In addition, the ad will be converted into a mailing piece to be used by department stores.

'Pennypacker' to Open

Twentieth Century-Fox's "The Remarkable Mr. Pennypacker" will begin its New York engagement Feb. 20 at the Paramount Theatre. The picture follows "The Inn of the Sixth Happiness" into the Broadway showcase, which will have had a 10-week run.

OPENING GUN ON 'ANNE FRANK'

AN advance view of a full-page advertisement which is Twentieth-Century Fox's opening announcement of "The Diary of Anne Frank," scheduled for publication in Sunday's New York Times, prompts a wish to exclaim aloud. . . .

Here is an advertisement of beauty and power, the artifact of Charles Einfeld and his staff. It is a piece of copy which may rightfully take a position in the *upper echelon* of distinguished contemporary advertising. It has that eloquent power and appeal of simplicity, yet it is sufficiently detailed to communicate in association with the title of the picture a considerable story.

It is an advertisement that will linger in the minds of those who see it and also long remain in the annals of distinguished motion picture advertising.—*M.Q.*

Green, Tomlinson Stock Sales Reported to SEC

The Securities and Exchange Commission report issued yesterday covering December transactions shows that during that month Stryker and Brown, investment company, distributed its entire holdings of 150,035 shares of Loew's, Inc., stock among its partners in proportion to their interest in the firm. The transaction represents no change in beneficial ownership by Louis A. Green, a partner in Stryker and Brown and a former Loew's director, the company said.

Green reported he acquired 90,021 shares under the distribution.

Joseph Tomlinson, also a former director of Loew's reported the sale of 71,200 shares of Loew's stock, reducing his holdings to 78,800 shares.

Nathan Cummings and Paul Nathanson acquired their 235,000 shares of Loew's stock during December.

'Hercules' to Loew's Int'l

Loew's International has signed with Embassy Pictures Corp. to distribute the latter's "Hercules" in South Africa, Australia, New Zealand, Chile, Puerto Rico and the Dominican Republic.

Tickets for 'Anne'

Tickets will go on sale Friday (6) at the RKO Palace Theatre boxoffice here for George Stevens' "The Diary of Anne Frank," which will be world premiered March 17 at the Broadway showcase. All seats are reserved for the 20th Century-Fox release, which will be limited to 10 showings each week.

Prospect Ro

(*Continued from page* 1)

dropped to 225 features, he conti
"but the foreign release in 1959
number of higher-budget, epic
films is expected to uphold U. S
earnings." A new Italian film a
ment and the raising of adm
prices in Argentina and Brazi
also benefit U. S. companies, i
stated.

"Competition from foreign film
pecially British, French and It
is increasing," Golden said. "To
tain foreign trade at its present
level, the U. S. industry must
tinue to export high-quality fil
top entertainment value and te
cal excellence."

Generally Well Received

The commerce report said
companies are facing import q
playing time restrictions and
steps aimed at helping native fi
dustries, and also have problem
ing from foreign exchange, ta
censorship difficulties. Nonethel
said, film officials returning
abroad report that U. S. film
being well received in almost a
eign markets.

Golden said it was "difficult t
dict" the impact of the Eur
Common Market on U. S. film
tribution. He hailed the recent
sian-American film agreement as
of the most significant develop
during 1958."

Other comments in the rep

Europe: Annual remittances
the British film agreement ar
pected to be about \$25,000,000
film representatives in Paris are
ried that increased French c
over film distribution might be
to benefit only those producers
cooperative in leaving earnin
France or distributing French fi
the U. S. Assurances have been
that Germany will not reduc
number of U. S. films permitt
enter the Federal Republic.
problems in Denmark and Spain
apparently been settled.

Latin America: Opportunity f
pansion appears promising, with
TV competition and high U. S
popularity. A January decr
Brazil raising admission price c
will help substantially, as di
October decree lifting ceilings
gentina. Negotiations are unde
to solve tax problems in Parag

Asia: Problems of blocked ea
and limited numbers of print
matters of concern in Japan.
Philippine remittance agreeme
pears to be working satisfactoril
a problem is now pending over
troactive corporate income tax
Some 200 U. S. films will be im
into India under a recent agre

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copi

PARAMOUNT
ANNOUNCES

TEMPEST

A BRILLIANT
ACHIEVEMENT BY
DINO DeLAURENTIIS...
FAR SURPASSING
HIS PRODUCTIONS
"WAR AND PEACE"
AND "ULYSSES"—
IN EVERY WAY,
ON EVERY LEVEL.
1959 WILL SEE
AUDIENCES
EVERYWHERE
SWEPT UP,
SWEPT AWAY
BY...

TEMPEST

*"Dino DeLaurentiis'
TEMPEST
should prove
just that—
at the
box office!"
—Variety*

SOON

DINO DeLAURENTIIS'

TEM

WIL

❝A superb job of picture making. Studded with ticket-selling entertainment values!❞
—Film Daily

❝Screen spectacle at its greatest!❞
—Boxoffice

PEST

TORM

ACROSS

AMERICA!

t…big, sweeping, melodramatic presentation
ssers almost certainly at the end of the line! ”
—Motion Picture Herald

“ A spectacle film made
on the grand scale! ”
—Motion Picture Daily

PARAMOUNT PICTURES PRESENTS

TEMPEST

A DINO DeLAURENTIIS PRODUCTION
STARRING
VAN HEFLIN
SILVANA MANGANO
VIVECA LINDFORS
GEOFFREY HORNE
CO-STARRING
OSCAR HOMOLKA
HELMUT DANTINE
AGNES MOOREHEAD
ROBERT KEITH
AND
VITTORIO GASSMAN
PRODUCED BY
DINO DeLAURENTIIS
DIRECTED BY
ALBERTO LATTUADA
SCREENPLAY BY LOUIS PETERSON AND ALBERTO LATTUADA
BASED ON A NOVEL BY ALEXANDER PUSHKIN

FILMED IN
TECHNIRAMA®

TECHNICOL

EW:

)uestion of Adultery

NTA Pictures

omantic melodrama about mari-
ficulties, this British made pic-
atures the acting talent and the
ive person of Julie London and
glish courtroom trial scene which
high point of the production
with the suspense, the dignity
ne drama that only the British
can give.
title stems from the use as a
evice of the highly controversial
of artificial insemination,
peutic insemination" as the
ins prefer to call it or "test
abies" as it is widely called in
supplement and sensational
aper feature stories. The "ques-
unresolved in any aspect, even
as the particular characters of
ot are concerned. The lawyers'
ents are not clear on the ques-
ne jury cannot agree and even
lge seems relieved that he does
ve to rule on the matter when
t for divorce ends in a mistrial
e of the hung jury and Miss
and Anthony Steel, her hus-
effect a last minute reconcilia-

REENPLAY by Anne Edwards is
hat contrived but supplies plen-
pportunity to set off Miss Lon-
histrionic ability and beauty.
erican singer, she is the wife of
on of a wealthy British family,
by Steel. The latter is insanely
of his wife's attractiveness to
nen. After a quarrel he and his
e in an automobile accident in
she loses a pregnancy and he is
in such a manner as to render
erile.
believing that a child will re-
heir difficulties and make the
ge real, Miss London persuades
consent to artificial insemina-
d the couple go to a clinic in
land. After Miss London be-
pregnant she goes skiing alone,
her ankle and is marooned for
the night in a writer's cabin.
cident arouses all of Steel's bit-
ousy again and he goes home to
d to sue for divorce.
resulting courtroom scenes are
matic high point of the picture
e trial ending, as noted, in a
liation.

OURTROOM dialogue is frank,
me preceding scenes are un-
rily symbolic, as for instance
of a flamenco dance intercut
ots of Steel and Miss London
ach to indicate passion.
use this picture is based on the
of artificial insemination it is
ly questionable subject matter
atrical entertainment. And ex-
should be aware that the sub-
highly offensive to large
ts of the potential audience,
arly since the arguments in fa-
ne off rather the better in so
ntal a setting.
nond Stross produced and Don
directed.
g time, 86 minutes. Adult
ation. February release.—J.D.I.

'Oscar' Plans

(Continued from page 1)

direct wire with key TV and radio editors over the country;

Special disc jockeys plugs and development of disc jockey packages of the five songs nominated for an Award;

Details for TV and radio station national promotion contests.

Prior to getting to work on this program yesterday the radio-TV committee heard Harry K. McWilliams, coordinator of the Academy telecast activities, report on other recent steps planned for TV and radio promotion. Assignments were then made for each member of the group to start to contact several TV and radio networks.

Attending the meeting yesterday, headed by Robert S. Ferguson, chairman of the committee, were Roger Caras, Columbia; Jerry Evans, Universal; Howard Haines, Paramount; Bill Stutman, 20th-Fox; and Buddy Young, United Artists.

MCA Acquires

(Continued from page 1)

and five other buildings. U-I will rent back facilities and stage space as needed on the lot, which it sold for $11,250,000.

Remaining at the studio are U-I's entire advertising and publicity setup, under David Lipton and Jack Diamond, and its own accounting, casting, and still departments. Alex Golizen will continue as studio art direction chief, along with production manager George Golitzen and Joseph S. Dubin, who is in charge of the legal department.

It is expected that MCA will make use of its new property for creating some new television properties, in addition to utilizing facilities for Revue Productions at Republic Studios, under a lease which runs until November, 1961.

Leserman Asks

(Continued from page 1)

issue him a license to operate a toll-TV system in that area.

As part of his agreement with Paramount, which now has 100 per cent ownership of Telemeter, Leserman received the Palm Springs franchise for that system.

CBS Promotes Irwin

Joseph B. Irwin, now an attorney for the CBS Television legal department, will become director of business affairs for CBS Films, Inc., effective March 2, it was announced yesterday by Sam Cook Digges, administrative vice-president for CBS Films, Inc. Irwin came to CBS in March, 1957, from ABC. For the last year he has been attorney for CBS Films, Inc.

Film-Effects Firm Set

C and G Film Effects has been incorporated here with Martin Gottlieb as president and Hugo A. Casolaro as secretary-treasurer.

Television Today

Harris Pay-TV Tests No Threat: Sarnoff

Robert W. Sarnoff, chairman of the board of the National Broadcasting Company, said here yesterday that NBC did not believe that pay television tests of the type proposed by Congressman Oren Harris would pose a threat to the present free TV system. These tests, Sarnoff said, "may serve to satisfy the view held by many people of honesty and integrity that some form of test opportunity should be given the promoters of pay systems—and there may be some value in satisfying such a view, provided that the price does not involve jeopardizing the whole television system of this country."

So far as NBC is concerned, Sarnoff pointed out, if the pay system develops, "free television as we know it would face disintegration, and we (NBC) would have no alternative but to join the coin-collectors of the future."

If pay television is established, Sarnoff added, "the great majority of the public will lose the enormous benefits which free television now offers them."

ABC's Riddleberger, Trevarthen Promoted

Stephen C. Riddleberger has been promoted to vice-president for owned and operated stations of the American Broadcasting Company, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, announced yesterday. Riddleberger was formerly vice-president and comptroller of ABC.

The election of William H. Trevarthen to vice-president in charge of production services for ABC has also been announced. Trevarthen had been ABC's director of engineering operations.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

RONCOM'S first of two special Pontiac NBColorcasts, an original musical revue titled, "Accent on Love," takes place Sat., Feb. 28 (9:00-10:00 P.M.) with Louis Jourdan, host, and featuring Marge & Gower Champion, Mike Nichols & Elaine May, Jaye P. Morgan, Danny Costello and special guest, Ginger Rogers. Roncom is Perry Como's firm. Joe Cates will produce this one. . . . Julia Meade to the coast to film several new TV commershills and to discuss with Jerry Wald the possibility of assuming a major role in his forthcoming 20th Century-Fox flicker, "The Best of Everything." . . . Ronald E. Wilson, as client service manager for ABC Films, will handle character merchandising franchises for properties including "26 Men," "The People's Choice," "Three Musketeers," "Adventurers of Jim Bowie" and "Sheena-Queen of the Jungle." . . . Star of the "Truth Or NBConsequences" TV'er, Bob Barker has just been renewed for the seventh consecutive year on station KHJ. Ralph Edwards first heard Bob on this radio series and hired him forthwith for the "T or C" show. . . . After a quarter century with the Big Three Music firms, the energetic Murray Baker, tees off his own pubbery with a commercial ditty, "I Sleep Like A Baby," with a KAPP-tivating platter by Hamish Menzies. . . . Program director Howie Leonard of WLOB, Portland, Maine, sends us a note to the effect that instead of describing disc-iples of wax as "disk jockies," the station now refers to them as "musicasters." . . . Milton J. Salzburg has resigned as director of non-theatrical sales at NTA. One of the ablest indie film producers, with many years of experience in the sales and distribution of films, Milton could prove invaluable as an exec with any major television company. . . .

☆ ☆ ☆

Joe Franklin, whose daily WABChannel 7 (N.Y.) series of music and films of the silent era, is easily one of the bright spots in local daytime programs, has authored his first tome, "Joe Franklin's Treasury of the Silent Screen," which will hit the book stalls, via Citadel Press, about April 2. Tome is a MUST for the desks of moom pitcher and teevee execs with special promise of pleasant reminiscing for John Q. Public. . . . Harold Spina jr., son of the composer of "Annie Doesn't Live Here Anymore," (If you let me) "Would I Love You" among others, is in Gotham for two weeks with several new ditties. The dynamic young music man is also the producer of the "Jim Ameche Show," heard over 90 indie radio stations. . . . Lisa Kirk knows an agent who's so two-faced he can watch TV and read a book at the same time. (Kirk or Dirk?) .

PEOPLE

Alec Guinness will be the guest of honor at an all-industry tribute in London on Feb. 19. The dinner, which will be held at the Savoy Hotel, is being organized by the British Film Producers Association and the Federation of British Film Makers. The prime purpose of the affair is to congratulate Guinness on his recently-conferred Knighthood.

□

William Decker, who formerly managed the Stanley Theatre and then the Avon, in Utica, N. Y., has been placed in charge of the Palace Theatre, Norwich, Conn., for the Stanley Warner circuit.

□

William Ricks, who recently completed seven years of service as manager of U. S. Army base theatres, has been named by Daly Theatres to the managership of the Daly Theatre, Hartford subsequent run.

□

Ken Soble, owner of a Hamilton, Ontario, TV station and a radio station, has purchased the Kenmore Theatre in Hamilton from United Amusements.

□

Spence W. Caldwell, of Toronto, vice-president of the Association of Motion Picture Producers and Laboratories of Canada, has succeeded **Arthur Chetwynd** as president.

Woman-Film-Editor Bill Filed Again in Albany

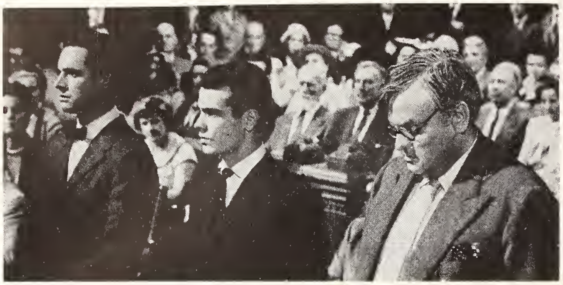
Special to THE DAILY

ALBANY, N. Y., Feb. 3. – For the third time, a bill has been introduced to except from provisions of labor law relating to employment hours of females over 16, women over 21 working in processing or editing films for television or newsreel use. Assemblyman Anthony P. Savarese, Jr. and Sen. William T. Conklin, Brooklyn Republicans, co-sponsor.

Vetoing a similar measure in 1957, Averell Harriman quoted the commissioner of labor as declaring it went "far beyond the problem initially sought to be alleviated." Exemption was "so broad it would legally permit an employer to work female employees an unlimited number of hours a day for at least two days in any week," said the then Governor.

'Hot' to Grauman's

The Marilyn Monroe starrer, "Some Like It Hot," will be the first United Artists release to play Grauman's Chinese Theatre, Los Angeles, in 20 years, William J. Heineman, UA vice-president in charge of distribution, announced here yesterday. The Billy Wilder comedy will open at that theatre following the current engagement of "Auntie Mame."



Bradford Dillman, Dean Stockwell, and Orson Welles.

Compulsion

(CONTINUED FROM PAGE 1)

particularly that by Orson Welles as Jonathan Wilk, the defense lawyer, are of a very high order of competence; and the editing is timed and paced to the horror and suspense theme.

Richard Murphy wrote the screenplay from the Meyer Levin novel of the same title, which in turn was a thinly disguised re-examination of the infamous Leopold-Loeb thrill killing of the 1920's which shocked the country. The screen treatment, appropriately for the medium, changes both the documentary and analytical approach of the novel and the details of the basic story. The result is an absorbing study of a particularly horrifying crime which holds interest until the dramatic ending.

Dillman and Stockwell are the two wealthy and extraordinarily precocious youngsters, unnaturally and perversely drawn together, who, as students at the University of Chicago plan and execute the perfect crime for a thrill and just to prove they can do it.

Dillman, the stronger and more viciously perverted of the pair, dominates Stockwell. When Stockwell drops his glasses at the scene of the murder of the kidnapped boy, Dillman taunts him with it and then leads police a tantalizing chase with false leads until they both are finally trapped. Diane Varsi, in a difficult part counterpointing the horror of the crime and the perverted minds of the two boys, plays the fiancee of the young student reporter who breaks the case. She alone, although repelled by the crime, sympathizes with Stockwell and is curious about his mind.

Finally, Welles, depicting the eloquent, moving and skillful defense lawyer arguing not for mercy for the boys but against capital punishment, delivers the summing up address which in fact was given by Clarence Darrow in the real life trial. It is one of the longest uninterrupted sequences in screen history—and certainly one of the most memorable in Welles' career or that of any actor.

From the dramatic opening of the film, which, behind the main title, sets the mood and theme of the picture, to this climactic ending it is a masterful production which is certain to attract and fascinate audiences everywhere.

Running time, 103 minutes. Adult audience classification. April release.

JAMES D. IVERS

Six Regionals

(*Continued from page* 1)

will be benefit openings. Chicago is kicking off benefit preparations, with receipts from a Feb. 11 evening opening at the Esquire to go to the Orthogenic School at the University of Chicago. The Foundation for Emotionally Disturbed Children, headed by Nate Schwartz, is sponsoring the Chicago premiere, which will be a gala, "black tie" affair.

The other regional premieres have been set as follows: Plaza Theatre, New York, Feb. 12; the Flamingo, the 170th Street and the Coral Gables Trail theatres, Miami Beach, Feb. 12; Paramount Theatre, Boston, and Playhouse, Washington, both Feb. 19.

Chicago Neighborhood Theatre Changes Hands

Special to THE DAILY

CHICAGO, Feb. 3. – Harry Englestein, vice-president of the South Parkway Building Corp., has reported that his firm will begin operation of the Regal Theatre, 3,000-seat house here, at the expiration of the current lease on Feb. 28.

George L. Brandt, formerly a Balaban & Katz district supervisor, has been appointed managing director of the Regal, which will feature a first neighborhood run policy and "periodic live stage attractions." Thirty-one years under Balaban & Katz management, the theatre will undergo extensive modernization,

Fox Resto

(*Continued from page* 1

York, Earl I. Sponable, directo
entific development, said the
is in response to complaints of
tors with theatres equipped fo
phonic reproduction, and in
tion of public appreciation of
qualities of sound in consequ
high-fidelity reproduction in th

With the new policy, it is
stereophonic prints of 20th C
Fox CinemaScope productions
available to all theatres with
quired equipment whenever
channel prints are desired.

The executive conferenc
which the decision emerged
tended by Carl Faulkner, soun
tor; Loren Grignon, sound
ment engineer; Sol Halperin,
the camera department, and S

Disney 14-Week F

(*Continued from page*

shares outstanding, President
Disney announced today at th
ing of stockholders.

This compares with first
earnings last year (which qua
a 13-week period) of $527,6
cents per share on the 1,537,0
then outstanding. The extra
the 1959 period accounts for
cents per share.

Gross revenues for the fi
ter were $11,799,302 compa
$10,830,898 last year. Prov
taxes was $615,000 against $
Again this year, as in past y
first quarter reflects a season
swing in earnings.

All incumbent directors an
were re-elected.

The board of directors at it
zational meeting held imm
after today's annual meeting
holders, declared the regul
terly cash dividend of 10 c
share on the 1,581,011
shares outstanding, payable
to stockholders of rec
March 13.

Seek Added Powe

(*Continued from page*

years and were mentioned
President's economic report
One would give the Depart
thority to compel testimony
duction of evidence in inve
looking toward civil anti-tru
similar to the power it nov
investigations looking toward
action. Another would requ
firms to notify the Governme
vance of any merger plans.

Report Progress

(*Continued from page*

which more recently criticize
partment for having taken to
a promised revision of the ol
decree.

However, anti-trust chie
Hansen has written him,
said, that there would be
ments in the "near future,"
subcommittee is willing to wa
month or six weeks to see the
ments.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 24 NEW YORK, U.S.A., THURSDAY, FEBRUARY 5, 1959 TEN CENTS

Unit Acts

ject Plans r Changing A Methods

ence Rating System, t Appeals Denied

proposals to revise operating , of the Production Code Ad- tion have been rejected by a nittce appointed to consider nges by the Production Code tee of the board of directors Motion Picture Association of .

proposal would have estab- n audience rating system on approved by the Production Administration. The second have permitted appeals on lisapproved by the PCA. Ap- ay now be made only on pic- at have been completed.

nouncing rejection of the audi- ating system yesterday, Ken

Continued on page 2)

en Asks Change irectorate Law

rom THE DAILY Bureau

HINGTON, Feb. 4 — Federal t chief Victor R. Hansen ongress to bar a person from as an officer of competing cor- s.

en said the law now barred king directorates, but left a le" by permitting a person to

Continued on page 8)

ction Taken on ish-American Deal

Motion Picture Export Ass'n. d a new Spanish-American eement at its regular meeting esday but took no action on ter, it was learned yesterday. discussed at the meeting were procedures in Turkey and re- on of licenses for Formosa. The lso asked the film companies nit candidates for the upcom- nes Film Festival.

ISION TODAY — p. 11

Exhibitors Hail 20th-Fox Move To Restore Emphasis on Stereo

By WARREN G. HARRIS

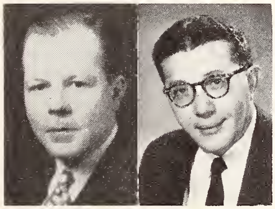
Enthusiastic response was generated in exhibitor circles here yesterday by the news that 20th Century-Fox has decided to go all out in promoting stereophonic sound as a necessary adjunct to the widescreen era.

The 20th-Fox decision emerged from a recent meeting of the company's top technicians on the Coast, and was described by Earl I. Sponable, director of scientific development, as a response to complaints from exhibitors equipped for stereophonic reproduction. It was also reported that forth-

(*Continued on page* 8)

Lynch, Serlin Named To New M. H. Posts

In an expansion of the promotional activities of Radio City Music Hall, Fred L. Lynch has been named director of advertising and promotion and Edward Serlin, director of publicity and press relations, Russell V. Downing, president, announced yesterday.



Fred L. Lynch **Edward Serlin**

Lynch, formerly director of advertising and publicity, will assume important new administrative functions in the creation of special promotional events. He will continue as advertis-

(*Continued on page* 11)

MPA Group to Discuss Censorship, 'Oscar' TV

Latest developments in promotional activities for the Academy Award telecast and the current status of censorship are two topics leading the agenda of the regular monthly luncheon meeting of the MPA advertising and pub-

(*Continued on page* 8)

National Theatres Net $362,843 for Quarter

From THE DAILY Bureau

LOS ANGELES, Feb. 4.—National Theatres, Inc., today reported a consolidated net income of $362,843, or 13 cents per share, for the quarter ended Dec. 30, 1958. This represents a sharp rise in the company's consoli-

(*Continued on page* 8)

Seek to Extend French Aid Law To Study Film Industry Changes

By HENRY KAHN

PARIS, Jan. 31 (By Air Mail)—The Aid Law, under which the French Film industry receives financial assistance, is expected to be extended for a period of three months as it stands. M. Andre Malraux, Minister of State, who has just been entrusted by the French Cabinet with all "cultural affairs," including the film industry, is reported ready to ask M. Antoine Pinay, Minister of Finance, for the Aid Law extension. Malraux, it is said, wants the three-month period to give him a chance to study plans for a general reorganization of the film industry and the National Cinema Centre. The Centre was previously under the authority of the Minister of Commerce and Industry until the Cabinet entrusted it to Malraux.

This latest development in film industry affairs comes in the midst of persistent rumors that the Government has been considering closing the National Film Centre as an economy measure.

Behind much of the trouble stands the Common Market. M. Raymond Le Bourre, who is a member of the Superior Film Council, and Confederal Secretary of the Socialist Technicians Union, saw M. Pinay a few weeks ago and has now published a letter which he sent to the Minister.

He proposes that the Aid Fund Law be renewed for two years, during

(*Continued on page* 11)

'Holders Told:

WB Changes Bring Gains In Earnings

$1,922,000 Profit in 1st Quarter Reported

Special to THE DAILY

WILMINGTON, Feb. 4.—Efforts of Warner Bros.' management in adjusting to the changes occurring in the industry have resulted in greatly improved earnings, stockholders of the company were told at the annual meeting here today.

The company showed a net profit of $1,922,000 for the three months ending Nov. 29, 1958, it was reported, and expects a substantial profit from operations for the second quarter. The figure for the first quarter compares with a net loss of $467,000 for the same period last year.

Stockholders re-elected five directors for a term of two years today. They are

(*Continued on page* 3)

Levy Cites New Case Of Exhibitor's 'Rights'

A legal case in which a theatre owner went to court to prevent the charging to his experience-rating account of state unemployment benefits for a non-union projectionist temporarily in his employ is cited by Herman Levy, general counsel for Theatre Owners of America, in a TOA digest case released yesterday.

Levy described the case as "an-

(*Continued on page* 2)

Bill Approved for TV Education Facilities

From THE DAILY Bureau

WASHINGTON, Feb. 4—The Senate Commerce Committee approved a bill authorizing the Federal Government to give up to $1 million to each state to develop educational television facilities.

The committee limited the life of the bill to five years. A similar bill passed the Senate last year only to get lost in the House adjournment rush. It is considered certain to pass this year.

PERSONAL MENTION

Jerry Pickman, Paramount vice-president in charge of advertising-publicity, will return to New York today from Philadelphia.

•

Kenneth Grossman, representing producers Andrew and Virginia Stone, has left the Coast for Tokyo and Hong Kong.

•

Norman Nadel, theatre editor of the "Columbus (Ohio) Citizen," has left there with Mrs. Nadel for a lecture trip in key cities of the West Coast.

•

Arthur Freed, producer, and Vincente Minelli, director, of "Bells Are Ringing," arrived in New York yesterday from Hollywood.

•

Sam Hart, of the Allied Artists publicity staff, is in Atlanta from New York.

•

Harry E. Weiner, division manager in Philadelphia for Columbia Pictures, has become a grandfather again.

•

Louis Novins, president of International Telemeter Co., will leave New York by plane tonight for Hollywood.

•

John Sturges, director of M-G-M's "Never So Few"; William Daniels, cinematographer; Addison Hehr, art director, and Robert Relyea, assistant director, left Hollywood yesterday for Ceylon.

•

Harold Lewis, treasurer of ATA Trading Corp., will return to Schenectady over the weekend from New York.

•

Russell Holman, Paramount Eastern production manager, has returned to New York from Paris.

•

Roscoe Smith, vice-president of Theatre Service Co., Atlanta, has left there with Mrs. Roscoe and their grandson for Texas.

•

Matty Malneck, composer of film music, has arrived in New York from Hollywood.

•

Frank de Franco, shipper for Universal in Cleveland, became a grandfather again when a son was born in Norfolk, Va., to his daughter, Rosemary, and her husband, Lieut. Matt Wey, U.S.N.

•

Chester Erskine, producer, has arrived in New York from the Coast.

Levy Cites

(*Continued from page 1*)

other happy example of a theatre owner not standing idly by and permitting an injustice to him to go unfought."

Involved in the action were the Fisher Amusement Corp., owner of the Campus Theatre in Minneapolis, and a projectionist named Anson, a non-member of the Moving Picture Operators Union Local.

Under his contract with the union the theatre operator had to hire a union man as projectionist when this job became available through a seniority clause. If no member of the local were available, or none desired the job, a non-member could occasionally be used with a permit. These non-members had no seniority status and were subject at all times to replacement by any union projectionist.

Withdrew After Six Months

Anson, a non-union member, was sent as projectionist to the Campus and after six months was requested by the union to quit to make way for one of their own men. Anson complied, but registered a claim for unemployment benefits which the Claims Deputy upheld and said should be charged to the employer's experience-rating account.

The Campus owner petitioned the Supreme Court of Minnesota saying Anson was not entitled to unemployment benefits because he was not "available" for work and had voluntarily terminated his employment without good cause attributable to the employer. The court decided in favor of the theatre owner holding that a third party, the union, was the cause of the unemployment.

Fill SBC Vacancies

WASHINGTON, Feb. 4. – Senate Democrats picked five Senators to fill Democratic vacancies on the Small Business Committee. They are Senators Randolph of West Virginia, Engle of California, Bartlett of Alaska, Williams of New Jersey, and Moss of Utah.

Represent British Firm

Halas and Batchelor, British animated film producers, will henceforth be represented in this country by Louis de Rochemont Associates here. F. Borden Mace, president of the de Rochemont organization, will be in personal charge of the British firm in America.

UA Dividend 40c

The board of directors of United Artists has declared a regular quarterly dividend of 40 cents per common share, payable March 27 to stockholders of record March 13.

SMPTE Issues Revised Booklet on Wide-Screen

A revised edition of the booklet, "Wide-Screen Motion Pictures," first published by the Society of Motion Picture and Television Engineers in 1955, has been issued. It deals with new methods of motion picture production and exhibition that came into use during and after 1952, and compares them with techniques that became standard during the nineteen twenties.

Copies can be had from the Society at 25 cents each.

UA, Pocket Books Tie-In For 'Pork Chop Hill'

United Artists has set up a large scale book promotion with Pocket Books, Inc., for its Gregory Peck starrer, "Pork Chop Hill."

Full credits for the UA release are carried on the reprint of General S. L. A. Marshall's novel of the same title.

Rack Cards Included

In addition, Pocket Books is distributing large-sized rack cards to its dealers in advance of key regional bookings.

'Lonelyhearts' Set for 11 More Key Openings

United Artists' "Lonelyhearts" has been set for 11 additional key-city regional openings in the forthcoming four weeks.

February and March openings include, Orpheum, Des Moines; Orpheum, Davenport; Iowa, Cedar Rapids; Loew's, Akron; Loew's, Cleveland; Loew's, Canton, O.; Midland, Kansas City, Mo.; State, Memphis; Orpheum, St. Louis; Valentine, Toledo; and United Artists, San Francisco.

Rites Tomorrow for Mrs. Nettie Kalmine

Funeral services will be held here tomorrow for Mrs. Nettie L. Kalmine, who died at her home here Tuesday night after a lingering illness. The deceased was the wife of Harry M. Kalmine, vice-president and general manager of Stanley Warner Corp.

Services will be at Temple EmanuEl Chapel, 65th Street and Fifth Avenue at 1 P.M. The body will repose today at the Universal Funeral Chapel, 52d Street and Lexington Avenue.

NSS Easter Package

As part of its expanded program of service to exhibitors launched for 1959 National Screen Service is offering an all-color "bargain" package for Easter. It consists of a live-action trailer featuring a whole menagerie of rabbits and chicks and two huge display posters.

Reject Pla

(*Continued from page 1*)

Clark, chairman of the subcom called the idea "preposterous."

"Such a system," Clark said, " commit highway robbery upo American family and its individ sponsibilities. It would rob the can family of the opportunity and enjoy motion pictures to and to determine what pict wishes to see.

"There are bills in the New and Maryland legislatures to statutory classification of motio tures. These would establish thinkable, unwarranted and con ly unjustified abridgment of fr of choice. They assume, of cours the American family can't be t and should therefore abdicate it doms.

Not a Protection, He Say

"If those who propose thes believe that they would prote family from the indecent or t scene, or even the distasteful, t woefully mistaken.

"The Code itself is the best antee against obscenity and ind on the screen, for it means vol acceptance by motion picture ers of sound standards.

"The law should not be the minant of degrees of maturity American family.

"The maturity of young peo even old people—cannot be me by legislation.

"Isn't it preposterous to thi films may be obscene for people than 18 years of age and not o for people only one day older?

Shurlock's Division Laude

In rejecting the second prop permit appeals on scripts th PCA has disapproved, the subc tee took the occasion to praise t of the PCA, headed by Geoff Shurlock, and expressed strong fication that the Code system fully and consistently supporte branches of the industry.

Members of the subcommit addition to Clark, were John J. nor, Universal; Robert J. Rubin mount; and Sidney Schreiber, The other member, J. Raymon Columbia, who was out of to business, voted by proxy.

Acquires 'Cloistere

"Cloistered," a filmed record daily life of nuns within the their own sanctuary, has been a for both 16mm. and 35mm. d tion by Duncan McGregor, Jr. dent of Pathe Cinema's A branch, and Trinity Productio film has reportedly been withhe theatrical and non-theatrical d tion for the past eight years.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

EOPLE

ell Wolfson, co-owner of Wo- Theatres, Florida circuit, has amed to Miami Metro's plan- d advisory board.

☐

McGee, exhibitor of Edin- Scotland, has been chosen as hairman, Cinematograph Ex- Association of Great Britain. utin is the new vice-president.

☐

Bridges, Paramount studio e, has been nominated unani- as the 1959 president of the Press Council of Southern ia, to succeed **Robert J. Mc-** s, of radio station KBIG.

☐

es Shows, formerly writer-pro- rector for Walt Disney Pro- , has been named vice-presi- charge of production for Larry Pictures Corp.

☐

Cook now is representing "TV in the motion picture field.

☐

Miller has been designated assistant to **Leon P. Blender,** sales manager of American onal Pictures.

☐

Payton, for five years sales n director of Cinerama, New s been shifted by the Stanley circuit to the New Haven, one.

☐

J. Fox, head of the inde- circuit of Fox Theatres in the phia area, has accepted chair- of the motion picture divi- the 1959 membership enroll- the Philadelphia Fellowship ion, human relations body in

☐

"Sebe" Miller, sales manager allas office of 20th Century- a veteran of 41 years with pany, was tendered a testi- dinner on his retirement and a fishing rod and reel as a gift of his fellow employees.

☐

Reynolds, Union Point, Ga., ed his theatre at Madison, **Henry Lanham.**

☐

Wilson and **Mrs. Wilson,** of lle, Tenn., have sold the Mid- ve-in Theatre, Pigeon Forge, Newport Amusement, Inc.

☐

Glantz, 20th Century-Fox in Philadelphia, has left the .

☐

n F. Beach, assistant super- t of the film emulsion making ting department of Eastman o., has been named assistant of film emulsion and plate uring. **Lloyd A. Smith,** an superintendent in the film emulsion division, has been appointed deputy superintendent of that division. Named as assistant superintendants in the film emulsion division are: **Walter A. Fallon,** who will be responsible for color film emulsions; **Dr. Fred W. Spangler,** in charge of a group of black-and-white emulsions, and **Dr. Charles F. Vilbrandt,** with responsibility for the division's materials, facilities, and procedures.

☐

Walter Bennett, 65, veteran manager of the Capitol, Vernon, B.C., has been presented the good citizen award of the town.

☐

Ron Johnson, one-time film critic of the "Toronto Globe and Mail," has replaced **Jack Karr** as film critic at "The Toronto Daily Star." **Karr** is now free-lancing.

☐

Pete Egan, for many years a Famous Players manager in Calgary, until his retirement in 1950, has been named Sportsman of the Year by the Boosters Club.

☐

Paul Summerville, son of **William, Jr.,** one-time singing member of The Three Deuces, has taken over the management of the Prince of Wales Theatre, Toronto.

WB Changes Hypo Earnings

(*Continued from page 1*)

Jack L. Warner, Albert Warner, Benj. Kalmenson, Charles Allen, Jr., and Serge Semenenko.

The meeting also approved the granting of stock options to three officers of the company—William T. Orr, James B. Conkling and Rodney Erickson—and the modification of stock options previously granted to five other officers—Jack L. Warner, Benj. Kalmenson, Herman Starr, Wolfe Cohen and Steve Trilling.

The report on financial activities was made by meeting chairman Honorable Hugh M. Morris. Net profit for the three months ending Nov. 29, 1958, is equivalent to $1.10 per share on the 1,745,196 shares of common stock outstanding at that date after deducting 737,051 shares held in treasury. Net current assets were $35,929,000 and debt maturing after one year was $5,975,000 at Nov. 29 compared with $34,736,000 and $6,051,000, respectively, at Aug. 31, 1958.

Film-Rental Total Rises

Film rentals sales, etc., for the three months ending Nov. 29, 1958, amounted to $18,938,000, as compared with $15,764,000 for the corresponding period last year.

A dividend of 30 cents a share will be paid tomorrow, Feb. 5.

"While operating results are not available for the second quarter ending March 1, 1959, improvements experienced in the first quarter have continued," the chairman said. He pointed out that the company is having "great success" with its current release, "Auntie Mame," and listed important upcoming films.

"Our International division continues to play its vital role in the distribution of our feature motion pictures in foreign markets as well as in its function of selling our television series for TV presentations abroad," the chairman also said, and added:

"In another aspect of the company's diversified operations, Warner Bros. television activities have achieved a notable success. This year we have six important series on the ABC-TV network: 'Maverick,' 'Cheyenne,' 'Sugarfoot,' 'Colt .45,' '77 Sunset Strip' and 'Lawman'. We are now embarked on an extended program for next year with a number of new television series in preparation.

Cites ABPC Prosperity

"Our English affiliate, Associated British Pictures Corp., Ltd., is having a very profitable year from its motion picture theatre and is having extraordinary success from its television operations.

"Our new subsidiary, Warner Bros. Records, will celebrate the first anniversary of its formation next month. We are pleased to report that records with a Warner Bros. label are now being sold throughout the entire country.

Controls 50,000 Music Copyrights

"Our music division, with some 50,000 copyrights under its control, is maintaining a steady pace of activities in the music publishing field, with earnings from royalties and other sources.

"Through this rounded operational program we are proceeding with confidence in the continued progress of your company."

21 Films Now in Work; Six Are Completed

From THE DAILY Bureau

HOLLYWOOD, Feb. 4.—There were no films starting on the production slate this week. Twenty-one still remain in production, while six others report completion of principal photography.

The six going into final stages of editing include: Buena Vista, "The Big Fisherman"; Paramount, Hal B. Wallis Production, "Don't Give Up the Ship"; American-International, "The Road Racers"; Universal-International's "The Leech"; Hal Roach, "Johnny Melody," and "The Young and the Damned," Brigadier Pictures' independent production.

'Seas' to Philadelphia

PHILADELPHIA, Feb. 4 — The Stanley Warner Boyd Theatre here will return to its role as a Cinerama house on Feb. 17 with the local premiere of "South Seas Adventure." The new Cinerama production will bring to a close the 15-week run of "Windjammer" on Feb. 14. The premiere performance of "South Seas Adventure" will be sponsored by the women's auxiliary of the Albert Einstein Medical Center.

TENT TALK

Variety Club News

CLEVELAND—The Variety Club testimonial for outgoing chief barker David Rosenthal, United Artists branch manager, and installation of the incoming chief barker, Jim Levitt, Buena Vista branch manager, originally scheduled for Feb. 21, has been postponed to March 2. The original date conflicts with the United Artists Feb. 19-21 convention in Miami.

△

MEMPHIS—Howard A. Nicholson, Paramount's branch manager in Memphis, has been elected to the board of directors of the Variety Club's Children's Heart Institute, filling the vacancy left there by the death of M. A. Lightman, Sr.

△

PHILADELPHIA—Jimmy Durante will be guest of honor on Feb. 10 at a 66th-birthday party tendered him by the Variety Club of Philadelphia at the Bellevue Stratford Hotel. Co-chairmen for the event are Jack Drucker and Hal Marshall. The civic and entertainment life of the city will be represented at the affair.

△

MIAMI—Tent No. 33 netted $1,084.67 for its Variety Children's Hospital from the recent Metropolitan Amateur Golf Association sixsome played at the Bayshore Club, Miami Beach. Players were Sam Snead, Carey Middlecoff, Mickey Wright, Marlene Bauer Hagge, Jack Penrose and Frank Strafaci.

△

BUFFALO—Constantine J. Basil, president of Basil Enterprises, Inc., will be guest of honor at a testimonial banquet of Variety Club of Buffalo on Feb. 14. Al Anscombe, general manager of radio station WINE, is chairman of the arrangements committee. Basil will be honored for his service through the years to civic and charitable projects.

Italian-Dubbed Films Prove Big in Toronto

Special to THE DAILY

TORONTO, Feb. 4.—The success of the Italian-dubbed "The Ten Commandments" here has resulted in Paramount attempting to secure Italian versions of other epics, i.e. "War and Peace" and "Samson and Delilah." The Italian version of "Ten" at the Pylon here resulted in a complete sellout for the film, including Saturday matinee.

The film is expected to play a full month, although it has played major runs throughout the city in English.

Acquire Polish Film

"The Eighth Day of the Week," produced in Poland, has been acquired for distribution in the United States by Continental Distributing, Inc., it was announced today by president Irving Wormser.

Mr. Exhibitor

Don't Book an

For Easter unt

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Watch for Universal's record pre-sel

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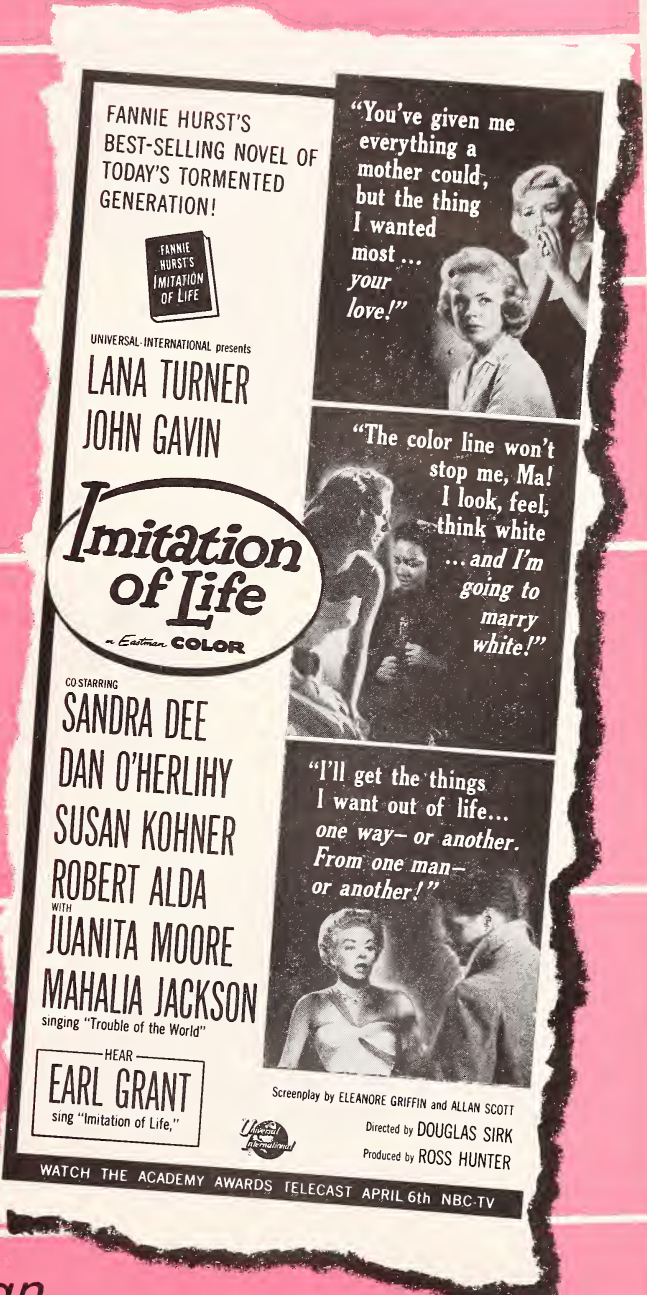

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DAN O'HERLIHY
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ROBERT ALDA
WITH
JUANITA MOORE
MAHALIA JACKSON
singing "Trouble of the World"

— HEAR —
EARL GRANT
sing "Imitation of Life,"

"You've given me everything a mother could, but the thing I wanted most ... *your love!*"

"The color line won't stop me, Ma! I look, feel, think white *...and I'm going to marry white!*"

"I'll get the things I want out of life... *one way– or another. From one man– or another!*"

Screenplay by ELEANORE GRIFFIN and ALLAN SCOTT
Directed by DOUGLAS SIRK
Produced by ROSS HUNTER

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Nat. Theatres

(*Continued from page* 1)

dated net income for the comparable period last year: $65,401, or 2 cents per share.

President John B. Bertero, in a statement to stockholders, said that the net income for the quarter – first in its current fiscal year—included capital gains, net of Federal taxes of $240,000 or nine cents per share, as compared with $179,000, or six cents per share for the comparable quarter of the preceding year.

"During the quarter ended Dec. 31, we terminated our interest in 17 theatres and properties not useful in the business," Bertero reported, and added: "Unprofitable operating units and those that do not provide an adequate return on investments are being eliminated. When our program is achieved we will have a solid basis for future growth and the development of additional sources of income."

The new National Theatres head, who assumed the company's presidency on Oct. 1, said that "as a result of the overwhelmingly favorable vote" by stockholders, the company expects to be shortly in a position to go ahead with its previously announced exchange offer to acquire a controlling interest in National Telefilm Associates.

MPA Group

(*Continued from page* 1)

licity directors committee here today.

Also up for discussion will be who will accept the award of the American-Israel Chamber of Commerce to be given the film industry this year for its economic cooperation in working with Israel. The award will be presented at the group's annual dinner April 8.

The MPA group will further consider two requests for industry participation in International Library Week and New York City's Henry Hudson Celebration, scheduled from mid-June to September.

More light + slower burn= lower costs

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PROJECTOR CARBONS

REVIEW:

The Remarkable Mr. Pennypacker

20th-Fox—CinemaScope

THE SLICK AND skillful Clifton Webb, he of the impeccable appearance and stiff-backed demeanor, was really made to measure for "The Remarkable Mr. Pennypacker," or vice versa. In any case, his handling of the title role of this delightful piece of light-weight but chucklesome entertainment is well nigh perfect.

The production, by the experienced Charles Brackett, was based on Liam O'Brien's well known and quite successful Broadway play of several years back. Henry Levin directed with a fine sense of comedy and balance from a smartly-written screenplay prepared by Walter Reisch. CinemaScope and DeLux Color lend a certain happy element of background spaciousness and liveliness to the nostalgic 1890s setting.

This is family entertainment, with distinct emphasis on the "family," although it must be borne in mind that the protagonist in the story comes by his appellation of "remarkable" by virtue of having sired some eight children in his hilariously happy Harrisburg (Pa.) household, his wife the lovely Dorothy McGuire, while, it is suddenly revealed, he has likewise fathered some nine offspring in a Philadelphia home, and of course by another Mrs. Pennypacker. You see Mr. Pennypacker—Webb—is a firm believer in, and practitioner of the basic philosophy that one should make his life as he sees fit, that rules are made to be broken if they do not appeal to one's sense of reason.

MR. PENNYPACKER is the successful, knicker-clad head of a sausage company, founded by his irritable and straight-laced father, Charles Coburn, and maintaining offices in Harrisburg and Philadelphia. Webb spends a month in the one city, and the next in the other, alternately, has been doing that for some 20 years, and that's how it all came about. But the Philadelphia eldest seeks to save his father from a process server—in another matter—and follows him to Harrisburg. His arrival, and the startling disclosure he inadvertently brings with him really sets things in tumultuous motion.

The Harrisburg eldest feels she must break her engagement to the young minister she is about to wed, the father storms madly about, the old maid sister faints, the other youngsters decide to leave home, and Miss McGuire flays him with a look and a word. But then she goes off to Philadelphia to take a look, finds the other brood motherless (for eight years now), and all ends happily in divers directions, including Philadelphia and Harrisburg.

It's really grand fun, and done with altogether the right touch of light-hearted entertainment. Family entertainment? It's certainly entertainment about a family, scads of it, indeed.

Running time, 87minutes. General classification. Release, in February.

CHARLES S. AARONSON

Hansen Asks

(*Continued from page* 1)

serve as an officer of one firm and a director of another. Testifying before the Senate-House Economic Committee, he also renewed the Department's request for pre-merger notification legislation and power to compel the production of evidence in investigations looking toward civil anti-trust actions.

Life Hails 'Panchali'

The Indian import, "Pather Panchali," which has been showing at the Fifth Avenue Cinema here for the past 20 weeks, suddenly gained the attention of LIFE magazine in its current issue. The magazine devotes a full page, with pictures, to the film, and credits "a stubborn New York film importer named Edward Harrison" for its showing here.

Ina Balin on Tour For 'Black Orchid'

Ina Balin, who makes her film debut in "The Black Orchid," is in the East from Hollywood to promote the picture in four cities where it will have special regional premieres. The actress spent last week in Philadelphia on promotional work that preceded the world premiere of the film yesterday at the Arcadia Theatre. She is in Boston this week. "The Black Orchid" will open Feb. 19 at the Paramount Theatre there.

In Washington Next Week

Next week will find Miss Balin in Washington where the Ponti-Girosi production will bow Feb. 19 at the Playhouse. Before going to Washington, she will come to New York Feb. 9 for promotional activity preliminary to the opening at the Plaza Theatre on Feb. 12.

Exhibitors H

(*Continued from page* 1)

coming soundtracks will be truly stereophonic than those viously employed.

Harry Mandel, RKO Theatres president, described the move step that should have been ta long time ago." "All our theatr equipped for stereophonic sc he said, "and we think they s use it whenever possible." M pointed out that the last picture by RKO with stereophonic s 20th's "The Roots of Heaven," re "terrific" audience response.

Ernest Emerling, of Loew's Th was another circuit executive thought re-emphasis on stereop sound was a "terrific idea." H that since the public is so hi high-fidelity and stereophonic r right now, the same type of system can be a "tremendous for theatres.

Emerling remarked, however most distributors don't have e stereo prints to go around. "If did," he said, "we'd take full a tage of it in both advertising an jection."

'I Applaud,' Says Hyman

Over at American Broadca Paramount Theatres, vice-pre Edward L. Hyman said "I app the Fox decision. "We have a urged greater use of stereop sound."

Stanley Warner president Fabian commented that it was logical and constructive suggesti exhibitors throughout the co which resulted in the Fox deci

Since "the public ear is bei creasingly educated by hi-fi reco and stereo in their living r Fabian said, "these discrimi people should know that the sound available is part of motio ture theatre entertainment."

Fabian added that he hope increased public acceptance of s phonic sound would prompt no Fox, but all producers, to make prints available to theatres "have invested millions of dolla this equipment."

TOA Comment Expected

There was no official comme the move from Theatre Own America, which has been hot o subject of increased usage of s phonic sound for several yea was reported, however, that president George Kerasotes, was paring a personal letter of congr tions to 20th-Fox president S Skouras.

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e-Selling

)IO City Music Hall used the view of "Some Came Running" appeared in the Feb. 17 issue ook," to sell this new MGM t was a wise choice, because eading this article, we believe eaders will want to see this Sol production starring Frank Si- Shirley MacLaine and Dean . Shirley MacLaine says "The layed has a great capacity for nd is more of a woman than omen. I loved this girl so much l have played the scenes any irector Minnelli wanted—even g on my head."

•

Boone, star of "Mardi Gras," off the full color of "Life's" issue to their 32 million read-

s the great-great-great grandson iel Boone. The editors of "Life" lled seven additional pages of ssue depicting the spiritual of this teen-age idol. Pat has is successful career on his spir- inking. He was graduated from bia University magna cum laude ar. His book "Twixt Twelve venty" is rapidly becoming a ller and the proceeds of it go Northeastern Institute for Chris- lucation.

•

Journey," the story of a violent nd a beautiful woman, that the stars of "The King and I" h Kerr and Yul Brynner is ad- l on the table of contents page e Saturday's Evening Post's" issue.

•

Bridge on the River Kwai," lumbia film starring Alec Guin- d William Holden, has been Picture of the Year by "Sev- s" teen-age readers. Runners- "This Happy Feeling" and "A o Love and a Time to Die." the third annual Seventeen 's Award.

•

Collins starring in "Rally The Flag Boys," in De Luxe s spotlighted in a Lustre Creme earing in the February issue of ll's."

•

on Brando, who is the pro- director and writer of "One acks" is on the color cover of e's" Jan. 25 issue with his lead- ly—a Mexican beauty named ellicer. Lloyd Shearer has writ- ocation story which appears in e issue.

•

Lollobrigida plays Queen in "Solomon and Sheba." She in attractive Biblical dress on ver of "This Week's" Feb. 1 In a pictorial cover story Yul r is seen as King Solomon with laying his queen. The photos ade on location in Spain.

Walter Haas

...FEATURE REVIEWS...

Forbidden Island

Columbia

Hartford, Feb. 4

Triple - threat Charles B. Griffith (he produced, directed and wrote this Columbia presentation) provides some taut moments. The Jon Hall starring film has appeal in those action theatres that demand and play the chase-and-suspense element.

Filmed with obviously well-intended cooperation of Polynesian Productions, Inc., with underwater sequences shot at Florida's famed Silver Springs, the Columbia color production tells of skin diver Hall, hired to find a priceless emerald, lost in a sunken ship in the South Pacific by John Farrow, who travels with Nan Adams, voluptuous blonde forced to pose as his wife.

Eventually, one of Hall's aides is killed underwater after he discovers that prim-and-proper Farrow is a murderer. Farrow pins the blame on Hall, and from this point out, more killings occur before Hall and Miss Adams uncover the truth and head together for Manila.

Lamar Boren was underwater cameraman. One song, "Forbidden Island," is heard. Bart Carre served as production manager.

Running time, 66 minutes. General classification. Release in March.

A. M. W.

The Cosmic Man

Terry-Allied Artists

Hartford, Feb. 4

The redoubtable Bruce Bennett, who's escorted his share of voluptuous leading women over the decades, is principal player in this Robert A. Terry production, written and enacted primarily for that burgeoning audience of science-fiction aficionados wherever they gather around the globe. Box-office-wise, it figures to take as good care of itself as its predecessors.

The time is now, the setting initally the perimeter of an American Air Force base, Col. Paul Langton, General Herbert Lytton and Dr. Bruce Bennett, astro-physics scientist, discover a huge, mysterious ball-shaped object. At the outset the threesome, despite their knowledge and limitless resources, are unable to move the heavy sphere. Later, civilian and military populace alike shows signs of panic, as evidence of a phantom man destroying vital elements continues to mount.

Matters start automatically resolving themselves, however, as a strange-appearing man (John Carradine, a horror-maker from way back) checks into Angela Greene's adjacent motel. When the electricity fails the following evening, Carradine is heard pleading with the authorities not to be alarmed. He urges closer understanding between peoples of the earth and outer space. Next morning, Miss Greene's crippled son (Scotty Morrow) is found miraculously cured, and the sudden invader from space, the sphere with its sometimes human cargo, slowly disappearing into the outer vastness. Miss Greene clinches with Dr. Bennett.

Herbert Greene directed from an original story and screenplay by Arthur C. Pierce, and Harry Marsh is listed as associate producer. Charles Duncan was responsible for special effects, increasingly important in these science-fiction treatments.

Running time, 72 minutes. General classification. Release, in January.

A. M. W.

The Young Captives

Paramount

A concise, modest melodrama, "The Young Captives" tells the harrowing and often suspenseful tale of two eloping teenagers who fall into the clutches of a disturbed young man who gives even less thought to killing than he does to combing his hair. Producer Andrew J. Fenady, who also wrote the screenplay, has put together a taut little film that features a particularly colorful and malignant villain.

Newcomer Steven Marlo is seen as the villain and Tom Seldon and Luana Patten as the unlucky young lovers. The film opens with Marlo, an itinerant California oil field worker, murdering his boss in a fit of rage and immediately taking off for Mexico. En route he teams up with the unknowing Miss Patten and Seldon, who are driving to Tiajuana to get married. Marlo's conversation and his strange enthusiaasms do not particularly endear him to the young couple. However, they don't object to having him along because it throws the police off their trail.

Later, when the kids try to drop Marlo, he reveals himself to be the killer he is and, at knife point, forces them to drive him into Mexico. How the kids eventually outwit and overpower the maniac provides the climactic action and suspense. It also provides something of a moral because the kids decide that unlike Marlo, who has advocated living in the present for the immediate kicks, they shall put off their marriage until they are older and wiser.

Marlo handles his colorful role quite effectively and Miss Patten and Seldon are appealing as the teenagers. Irvin Kershner directed and Gordon Hunt and Al Burton wrote the original story.

Others in the cast include Joan Graville, Ed Nelson, Dan Sheridan and Jim Chandler.

Running time, 61 minutes. General classification. Release, in February.

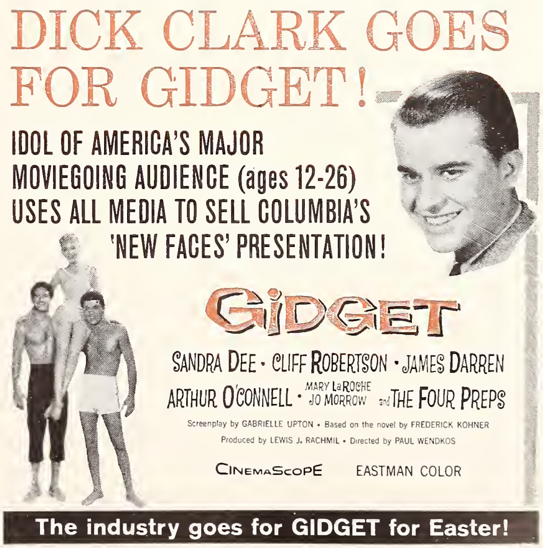
Vincent Canby

V.C. to Use S-W House

ALBANY, N. Y., Feb. 4. — Stanley Warner Corp. has donated use of the Ritz Theatre to the "Albany Times-Union" for the premiere of "South Pacific" on the night of Feb. 19 when Variety Club's Camp Thacher will be the beneficiary. Gene Robb, publisher of the paper and a barker of the club, made the arrangements with Tent No. 9 officers and S-W district manager Alfred G. Swett.

Philadelphia House Sold

PHILADELPHIA, Feb. 4. — Great Films, Inc., which operates art houses in Washington, Baltimore and Cleveland, has taken over operation of the Ambassador Theatre here, neighborhood house converted to an art film policy.


DICK CLARK GOES FOR GIDGET!
IDOL OF AMERICA'S MAJOR MOVIEGOING AUDIENCE (ages 12-26) USES ALL MEDIA TO SELL COLUMBIA'S 'NEW FACES' PRESENTATION!
GIDGET
SANDRA DEE • CLIFF ROBERTSON • JAMES DARREN
ARTHUR O'CONNELL • MARY LaROCHE JO MORROW and THE FOUR PREPS
Screenplay by GABRIELLE UPTON • Based on the novel by FREDERICK KOHNER
Produced by LEWIS J. RACHMIL • Directed by PAUL WENDKOS
CINEMASCOPE
EASTMAN COLOR
The industry goes for GIDGET for Easter!

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
FEBRUARY	**ARSON FOR HIRE** Steve Brodie, Lyn Thomas **THE GIANT BEHEMOTH** Gene Evans, Andre Morell	**RIDE LONESOME** (color) Randolph Scott **CITY OF FEAR** Vince Edwards, Lyle Talbot —81 min. (Rev. 1/29/59) **GIDEON OF SCOTLAND YARD** Jack Hawkins, Dianne Foster — 91 min. (Rev. 1/21/59)	**THE JOURNEY** (color) Yul Brynner, Deborah Kerr — 125 min. (Rev. 2/2/59) **NIGHT OF THE QUARTER MOON** (CS) Julie London, John Drew Barrymore **FIRST MAN INTO SPACE** Marshall Thompson, Marla Landi	**THE TRAP** (VV, color) Richard Widmark, Tina Louise—84 min. (Rev. 1/28/59) **THE YOUNG CAPTIVES** Luana Patten, Steven Marlow	**RALLY 'ROUND THE FLAG, BOYS!** (CS, color) Paul Newman, Joanne Woodward—106 min. (Rev. 12/24/58) **I MOBSTER** (CS) Steve Cochran, Lita Milan—82 min. (Rev. 1/12/59) **THESE THOUSAND HILLS** (CS, color) Don Murray, Richard Egan—96 min. (Rev. 1/20/59) **INTENT TO KILL** (CS) Richard Todd, Betsy Drake — 89 min. (Rev. 1/29/59) **ALASKA PASSAGE** (Regalscope) Bill Williams, Lynn Thomas	**ST. LOUIS BANK ROBBERY** Steven McQueen **ANNA LUCASTA** Eartha Kitt, Sammy Davis, Jr. — 97 min. (Rev. 11/24/58) **SEPARATE TABLES** Rita Hayworth, Burt Lancaster — 98 min. (Rev. 12/2/58)	**A STRANGER IN MY ARMS** (CS, color) June Allyson, Jeff Chandler — 88 min. (Rev. 1/14/59) **NO NAME ON THE BULLET** (CS, color) Audie Murphy, Joan Evans—77 min. (Rev. 1/20/59)	**UP PERISCOPE** (color) James Garner, Edmond O'Brien **THE HANGING TREE** (color) Gary Cooper, Maria Schell —106 min. (Rev. 1/28/59)	**IT HAPPENED IN ROME** (R.F.D.A.) (Technirama, color) June Laverick, Vittorio de Sica **MAD LITTLE ISLAND** (R.F.D.A.) (color) Jeannie Carson, Donald Sinden **SLEEPING BEAUTY** (B.V.) (color, Technirama) all-cartoon feature — 75 min. (Rev. 1/20/59) **DADDY O** (AIP) Dick Contino, Sandra Giles **THE ROADRACERS** (AIP) Sally Fraser, Mason Alan Dinehart
MARCH	**AL CAPONE** Rod Steiger, Fay Spain	**THE TWO-HEADED SPY** Jack Hawkins, Gia Scala — 93 min. (Rev. 1/7/59) **FORBIDDEN ISLAND** (color) Jon Hall, Nan Adams **GUNMAN FROM LAREDO** (color) Robert Knapp, Jean Moorehead	**THE MATING GAME** Debbie Reynolds, Tony Randall **NOWHERE TO GO** George Nader	**TEMPEST** (Technirama, color) Van Heflin, Silvana Mangano —125 min. (Rev. 1/19/59) **THE BLACK ORCHID** (VV) Sophia Loren, Anthony Quinn — 96 min. (Rev. 1/22/59)	**THE REMARKABLE MR. PENNYPACKER** (CS, color) Clifton Webb, Dorothy McGuire **THE SOUND AND THE FURY** (CS, color) Yul Brynner, Joanne Woodward **THE LONE TEXAN** (Regalscope) William Parker, Audrey Dalton	**LONELYHEARTS** Montgomery Clift, Robert Ryan — 108 min. (Rev. 12/1/58) **THE NAKED MAJA** (Technirama, color) Ava Gardner, Anthony Franciosa **MUSTANG** Jack Buetel	**NEVER STEAL ANYTHING SMALL** (CS, color) James Cagney, Shirley Jones —92 min. (Rev. 1/29/59) **STEP DOWN TO TERROR** Colleen Miller, Charles Drake —75 min. (Rev. 9/9/58)		**A NIGHT TO REMEMBER** (R.F.D.A.) Kenneth More—123 min. (Rev. 12/17/58)
APRIL	**BATTLE FLAME** Scott Brady, Robert Blake **ATOMIC SUBMARINE**	**GIDGET** (CS, color) Sandra Dee, James Darren **THE YOUNG LAND** (color) Pay Wayne, Yvonne Craig **THE BANDIT OF ZHOBE** (CS, color) Victor Mature, Anne Aubrey	**GREEN MANSIONS** (CS, color) Audrey Hepburn, Anthony Perkins **ASK ANY GIRL** (CS, color) David Niven, Shirley MacLaine	NOT SET	**WARLOCK** (CS, color) Richard Widmark, Henry Fonda **COMPULSION** (CS) Orson Welles, Diane Varsi — 103 min. (Rev. 2/4/59)	**MAN IN THE NET** Alan Ladd, Carolyn Jones **THE RABBIT TRAP** Ernest Borgnine **RIOT IN A JUVENILE PRISON** John Hoyt, Marcia Henderson	**IMITATION OF LIFE** (CS, color) Lana Turner, John Gavin — 124 min. (Rev. 2/3/59)	**RIO BRAVO** (color) John Wayne, Dean Martin	NOT SET

ish Film Survival Depends Abolishing Tax, Says King

Special to THE DAILY

GOW, Feb. 1 (By Air Mail)—Sir Alexander King, Scots cinema mag-
rned exhibitors here that there must be no more tinkering with scales
ma Tax by the London Government. It must simply disappear, he
l.

e are to have a British film in-
hen that depends on one man
at man is Mr. Heathcoat Am-
Chancellor of the Exchequer,"
ir Alex.

hibitors did not get Cinema
lished in the next Budget, it
e a waste of their time com-
eetings such as this, he said,
nnual gathering of the Scot-
nch, British Cinematograph
rs' Association.

ase for cutting Cinema Tax
ot be challenged, he said,
out the tax was discriminatory
an industry struggling for
against powerful competitors."
lso unreasonable, since it was
even when a loss was incurred and the yield of tax was trivial in relation to the national income and was, in any event, declining, he added. Finally, a collapse of the British film industry would be a national disaster, he declared.

If British films disappeared, there would be a decline in political and social influence, foreign currency would be lost, and there would be unemployment, Sir Alex said.

"Given the right films, and by exploiting them properly," the new Scot president added, "we are capable of attracting increasing numbers.

"But we must see to the comfort and well-being of our customers in order to attract them. There is much hard work to be done."

ch, Serlin

ontinued from page 1)

f and will head a new pro-
extended promotion for the
Lynch has been with the
all since its opening in De-
1932.

formerly press representa-
ed the Music Hall's publicity
1934 after working in Chi-
a reporter. A native of that
s a graduate of the University
s.

h Aid Law

ontinued from page 1)

riod the most drastic reforms
sed on the industry. What
rms are, or what form they
ke, he does not say.

other hand, he also suggests
g of the Common Market
to discuss study methods,
and coordinating machinery
up for the film industries of
tries concerned.

Bourre also suggests that
ld be taken to persuade Ger-
to put any obstacles in the
e French and Italian Funds.

eekend Policy

DELPHIA, Feb. 4.—Stanley
Theatres has set a weekend
y for three of its suburban
e Hiway, Ambler and Grove.
cy calls for three shows daily
s and Saturdays, with con-
howings on Sundays. At the
harles W. Read comes in as
nager.

oungblood Dies

ON CITY, Tenn., Feb. 4 –
gblood, for the past 30 years
owner, died at his home.
owing an extended illness,
od and his associates, includ-
n John, operated the Sevier
essee theatres.

Academy Awards Show Draws 10 More Stars

From THE DAILY Bureau

HOLLYWOOD, Feb. 4 – "Oscar" show producer Jerry Wald has reported the addition of 10 performers to the all-star lineup for the 31st Annual Academy Awards Show April 16.

Named were Eddie Albert, Carroll Baker, Maurice Chevalier, Wendell Corey, Vic Damone, Jayne Mansfield, Johnny Mathis, Vincent Price, Ronald Reagan, and Edward G. Robinson.

NBC will carry the 105-minute show on its radio and television networks.

SDIG Pickets Columbia

Picketing by the Screen Directors International Guild spread yesterday afternoon to the home office of Columbia Pictures when it was officially revealed that Sudan Productions, Inc., a New York company that has been picketed since Monday by the Guild, is an affiliate of Columbia and subject to its policies.

As a result of the refusal of Columbia to sign a contract with SDIG, a picket line has been established by the Guild in front of the Columbia Pictures Building here.

Reopen Hazleton House

HAZLETON, Pa., Feb. 4. – The Feeley Theatre here, a Comerford house until closed recently, will be reopened on a first-run policy by its owners, Mrs. Watson and her son.

The Comerford circuit has also closed its Strand Theatre in Carlyle, Pa.

Joy's Offices Moved

NEW ORLEANS, Feb. 4. – Joy's Theatres, Inc., has moved its home offices to 150 South Liberty St. Joy N. Houck, president of the circuit, also is head of Howco Pictures of Louisiana, Inc., also located at the same address but in separate quarters.

Television Today

'Dennis, The Menace' Set For Program on CBS

"Dennis The Menace," popular newspaper cartoon character, will come to life on the TV screen, as a result of an agreement just concluded between Screen Gems and the CBS Television Network.

Expected to be aired Fridays on CBS-TV next fall, the series will feature six-year-old Jay North as the freckled hero, and will be produced by James Fonda. It will be sponsored by the Kellogg Co.

Viceroy Now Full-Time 'Naked City' Sponsor

Brown and Williamson Tobacco Co., on behalf of its Viceroy cigarettes, is now full-time sponsor of Herbert B. Leonard's "The Naked City" TV series, following purchase of alternate week sponsorship from Quaker Oats.

The series will be sponsored by B&W straight across the board through September.

UPA to Make Titles For Thurber Series

UPA has been signed to create animated titles for Walden Productions' new teleseries, "The Private Life of James Thurber."

The cartoon studio will also create an animated sequence for the initial segment of the series, which is being financed as well as released by Screen Gems.

Mahoney, Sale, of TV, Will Produce 'Lazarus'

From THE DAILY Bureau

HOLLYWOOD, Feb. 4.—Richard Sale and Jock Mahoney will join forces to produce Sale's Simon and Schuster novel "Lazarus No. 7," as an independent motion picture.

Mahoney and Sale are currently associated as star and producer-director-creator of the CBS-TV "Yancy Derringer" series.

To Complete Series

TV Spots, Inc., will complete the final episode of its new Crusader Rabbit series April 20, it was announced here yesterday. The company is currently producing "Sir Loin and the Dragon," a half-hour animated family show.

Circuit Gets FM Outlet

HOLLYWOOD, Feb. 4.—The FCC approved the sale of Glendale's FM station KFMU to Sherrill Corwin's Metropolitan Theatres for $150,000 yesterday. Metropolitan has interests in other broadcasting properties as well.

Who's Where

Charles King, formerly director of sales of National Telefilm Associates Film Network, will join Bernard L. Schubert, Inc. as vice president in charge of syndicated sales, effective Feb. 16.

□

Ted R. Gamble, president of Mt. Hood Radio & Television Broadcasting Corp., Portland, Ore., has been named chairman of the 1959 Crusade for Freedom campaign in Oregon.

□

Miles Middough is the new head of the Roach Studios Commercial Film Division, succeeding **Jack W. Reynolds**, who has resigned. With the Roach organization for the past two years, Middough was formerly associated with Warwick & Legler.

□

Independent Television Corporation has added three new men to its sales force. They are: **John Serrao**, who has been named district manager in the western division sales office; **Al W. Godwin**, who has joined Arrow Productions, ITC's re-run sales division; **John B. Dalton**, who has joined the syndicated sales division of ITC, reporting to the northeastern sales manager.

Court Won't Void Pact Of Burroughs' 'Tarzan'

From THE DAILY Bureau

LOS ANGELES, Feb. 4.—The District Court of Appeals has denied Edgar Rice Burroughs, Inc., of Tarzana, voidance of contract with Walter White's Commodore Productions and Artists, Inc., of Los Angeles, for television use of the Tarzan character.

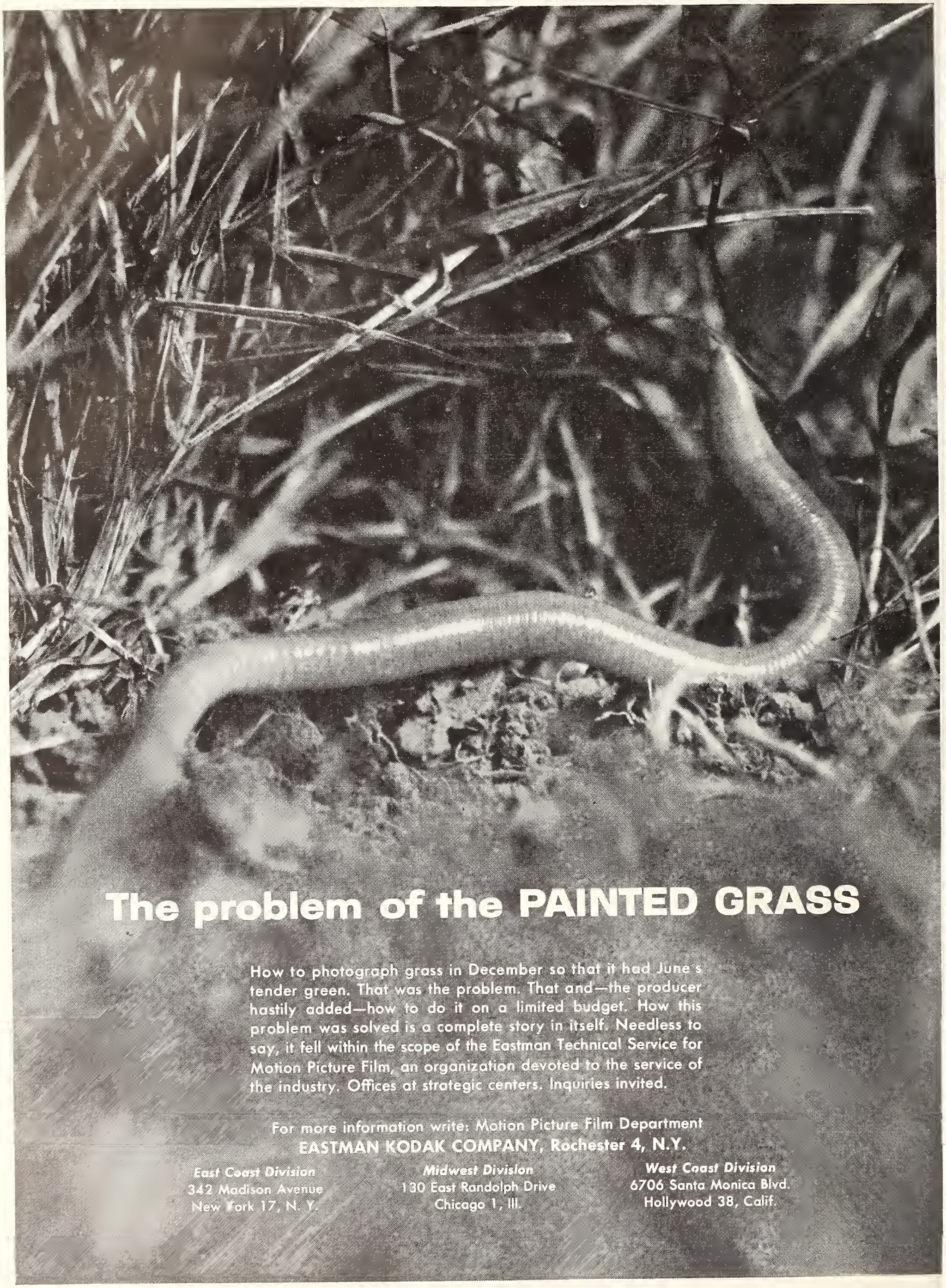
The court upheld the contract signed in 1950 in which Commodore was to be given first opportunity to use material on terms which Burroughs might receive from any other production agency. White claimed Burroughs granted exclusive television rights in 1955 to Sol Lesser Productions without giving Commodore first offer.

Commodore's ten - million - dollar breach-of-contract suit against Burroughs, filed in March, 1957, is expected to begin in Superior Court next summer

Videotape to WDAF-TV

HOLLYWOOD, Feb. 4.—William A. Bates, general manager of National Theatres' WDAF-TV, Kansas City, announced today that the station has purchased two Ampex VR-1000 videotape recorders. Delivery is expected by March 1.

WDAF-TV is the first Kansas City television station to install videotape equipment, said Bates.



The problem of the PAINTED GRASS

How to photograph grass in December so that it had June's tender green. That was the problem. That and—the producer hastily added—how to do it on a limited budget. How this problem was solved is a complete story in itself. Needless to say, it fell within the scope of the Eastman Technical Service for Motion Picture Film, an organization devoted to the service of the industry. Offices at strategic centers. Inquiries invited.

For more information write: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 25 NEW YORK, U.S.A., FRIDAY, FEBRUARY 6, 1959 TEN CENTS

s 'U' Plans

e-Selling Is ·gent Need ·day: Lipton

; It Vital Even for ·Sold' Properties

3y WARREN G. HARRIS

selling—and that means paid ising—is the vital, if not urgent, of the motion picture industry today, according to Universal vice-president David A. Lipton, who stopped to chat with trade reporters at the company's home office here yesterday, before returning to his Hollywood base.

id Lipton

Lipton admitted that s "no simple solution" to cur-

(Continued on page 6)

'ate N. Y. Toll-TV lanned by Schine

Special to THE DAILY

SSENA, N. Y., Feb. 5.—A subon television operation was dis- today to be a part of a large- development operation by Enterprises for this village in . Lawrence Seaway area. Sey- L. Morris, Schine public rela-

(Continued on page 7)

ti-Girosi Program s for 10 Pictures

From THE DAILY Bureau

LLYWOOD, Feb. 5. — Inde- it producers Carlo Ponti and llo Girosi today revealed that urrent production program calls pictures at a total cost exceed- 0,000,000. The program, which

(Continued on page 3)

VISION TODAY—page 7

Sunday Newspaper Editors Confirm Interest in Film News on Increase

A recent meeting of Sunday newspaper editors confirmed the fact that reader interest in motion picture news has grown considerably lately. This is reported in the 99th in the series of Compo ads in "Editor & Publisher," which appears tomorrow.

"Eighteen editors attending the recent annual editorial service meeting of Metropolitan Sunday Newspapers, Inc. in New York," the ad says, "heard fellow editors confirm a statement which we have made repeatedly in this space, namely, that newspaper readers are showing greater interest in movie news.

"In its story covering the meeting, Editor & Publisher had this to say:

"' . . . a recent resurgence of

(Continued on page 3)

DeMille's Own Story Will Be Published

Cecil B. DeMille's autobiography will be published by Prentice-Hall later this year, it was announced yesterday by Richard Prentice Ettinger, chairman of the board of the publishing company.

DeMille was working on his memoirs up to the time of his death. All that remains to be done is the editing of the voluminous material he had written and dictated. The editing is being done by DeMille's associate and literary collaborator for the past 14 years, Donald Hayne, with the approval and assistance of the DeMille family. All proceeds from DeMille's autobiography will go to the Cecil B. DeMille Fund

(Continued on page 3)

Jerry Wald to Produce Academy Awards Show

From THE DAILY Bureau

HOLLYWOOD, Feb. 5. — Jerry Wald was named "Oscar" show producer for 31st annual Academy Awards today by program committee chairman Valentine Davies. Serving on his staff will be Michael Garrison, Samuel Goldwyn, Jr., Margo Halprin and George Stevens, Jr.

Dick Breen, Melvin Frank, Hal Kanter, Norman Panama, Jack Rose

(Continued on page 3)

'Photoplay' Awards Go To Reynolds, Curtis

Debbie Reynolds swept by Elizabeth Taylor, her nearest competitor, in the voting for the "Photoplay Magazine" Gold Medal Award for the most popular actress of 1958 and Tony Curtis edged Cary Grant for most popular actor laurels, it was announced yesterday by Evelyn Pain

(Continued on page 3)

Paramount Consolidates Operations of Studios

From THE DAILY Bureau

HOLLYWOOD, Feb. 5.—Y. Frank Freeman, vice-president and studio head of Paramount Pictures, announced today that hereafter operations of the Paramount Sunset lot will be consolidated with the Paramount

(Continued on page 2)

Bermuda May Adopt Censor Laws Similar to Those in Great Britain

By MARTIN DIER

HAMILTON, Bermuda, Feb. 5.—Bermuda may scrap its present legislation for censorship of films and introduce laws similar to those in the United Kingdom.

An amending bill to the Bermuda Film Act has been put aside after prolonged debate in the House of Assembly following unanimous agreement by members to a motion that the Governor be requested to prepare a draft bill modelled on the British system of rating.

H. T. Watlington, chairman of the Board of Education which constitutes the Film Control Authority under the existing legislation, told the Assembly that there were three alternatives: the amending bill which sought to reduce the age of adult admission from 17 to 16 could be supported, a proposal to abolish censorship altogether could be adopted, or the motion to put Bermuda's film censorship on a par with the British system could be passed.

Watlington thought the chief ob-

(Continued on page 6)

Field Tests

Urges National Ad Funds Be Used Locally

TOA Proposes Plan for Saturation Campaigns

Theatre Owners of America has urged the film companies to make field tests of a plan in which they would substitute for regular national advertising campaigns an "area saturation premiere and advertising program."

In letters to the sales managers of all major companies, George Kerasotes, TOA president, suggests that each pick one or two of its "A" pictures each month and open it in an exchange area with a full cooperative advertising

(Continued on page 2)

Charles L. O'Reilly, 73, Was Theatre Pioneer

Charles L. O'Reilly, honorary chairman of the board of ABC Vending Corp. and a pioneer exhibitor organization leader in the New York Metropolitan area, died late Wednesday night following a brief illness. He was 73 years old.

Funeral services will be held Monday, Feb. 9, at 10 A.M. at St. Vincent Ferrer's Roman Catholic Church, 66th Street and Lexington Ave. Interment will be in Calvary Cemetery. The body is reposing at The Abbey, 66th and Lexington Ave.

O'Reilly, a native New Yorker, was

(Continued on page 3)

Maumee, Ohio Council Repeals Admission Tax

The City Council of Maumee, Ohio, has voted repeal of the local 3 per cent admission tax, COMPO was advised here yesterday by Duncan R. Kennedy of the Publix Great States Theatres.

The tax from three Maumee theatres has amounted to about $4,000 a year. The tax will be replaced by a licensing ordinance for all amusement enterprises.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has left New York for the Coast.

•

B. G. KRANZE, vice-president and general manager of Stanley Warner Cinerama Corp., and MICHAEL J. LICHTENSTEIN, of the Stanley Warner legal staff, will leave here tomorrow for London.

•

NORM WASSER, Pepsi-Cola theatre sales manager, will leave here shortly for the Coast, stopping at key cities en route, and following the trip with a visit to the convention of the Texas Drive-in Theatres Association.

•

FRED BELLIN, president of Astor Pictures, will return to New York over the weekend from Florida.

•

MRS. HAL TURNER, wife of the assistant stage manager at Radio City Music Hall, gave birth this week to a girl, MARGARET, at New York Hospital.

•

ALBERT R. BROCCOLI and ROBERT TAYLOR, producer and star, respectively, of Columbia Pictures' forthcoming "Adamson in Africa," will arrive in New York tomorrow en route to the Dark Continent.

•

MRS. BARBARA BARENBLUT gave birth this week to a girl, AMY LYNN, Father is contract sales supervisor for United Artists.

•

LUISE RAINER arrived here yesterday from London via B.O.A.C.

•

ROBERT H. O'BRIEN, M-G-M's financial vice-president, and GEORGE SHUPERT, newly-appointed vice-president of M-G-M-TV, will leave here on Sunday for Hollywood.

•

B. J. BIRD, **director** of marketing for Technicolor Corp., will leave Hollywood today for New York.

UA, Fawcett Tie-Up For 'Shake Hands' Book

United Artists and Fawcett Publications have set a major book promotion for "Shake Hands With the Devil," Reardon Conner's Literary Guild novel about the Irish Rebellion on which the Pennebaker, Inc. production is based.

The covers will carry full credits and the text will include stills from the picture. In addition, streamers and rack cards cross-plugging the UA film drama will be prominently displayed in leading book and department stores throughout the country.

Urge Ad-Funds Local Use

(*Continued from page 1*)

campaign. He urges that action be taken this month on pictures scheduled for April release.

"The advertising money spent should be in direct normal proportion to the gross your company anticipates taking from the area," Kerasotes states. "Sufficient advertising money spent should still remain for sectional advertising to reach those exchange areas not covered by the initial openings."

The TOA head predicts that the results "would be great." The industry, he adds, would "get a tremendous shot in the arm through these big concentrated openings. Public interest would be stimulated—this would be like running a monthly or bi-monthly business building campaign in the exchange area. We would all benefit materially by increased receipts from the affected exchange areas and would receive certainly no less than a normal return from the unaffected exchange areas. The advantages to your advertising departments in being able to 'shoot-the-works' in a limited area instead of having to 'go-for-broke' nationally are obvious."

Cites Examples

As evidence of the possibilities of the program, Kerasotes points to several recent such openings conducted in the Minnesota and Detroit areas and most recently in the Omaha area with Warners' "The Hanging Tree." He calls this development " a new trend in picture selling—one I feel merits further development, study and testing.

"In those areas," Kerasotes states, "a first-calibre picture was booked by a film company for an area saturation premiere accompanied by area saturation advertising. Instead of spending limited funds entirely on national advertising—such as in magazines—the film company involved joined with the local exhibitors in staking an area saturation advertising campaign utilizing concentrated local radio, TV and newspapers within the exchange areas. Results, not only in the first-runs, but in the subsequent runs, were sensational; the picture earned far more money in that exchange area than it would have normally; and the advertising money spent remained in normal ratio to the grosses earned."

Sees 'Saturation' Increase

The basis for his suggestion, the TOA president declares, is his feeling that generally—although there were some "notable exceptions"—film companies have reduced their advertising-publicity-promotion staffs and their advertising budgets. "The national pre-selling of product that was common in the lush days is no longer possible to achieve," he notes. "Further, releases of pictures have increasingly followed an area saturation policy."

Kerasotes suggests that the tests be restricted to "A" pictures and no "Bs" or "doubtful" films be included "because public resentment would eventually defeat such an effort."

The letter went to the sales managers of Allied Artists, Buena Vista, Columbia, M-G-M, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros. Kerasotes asks for reactions to the suggestions.

International Television Promotion for 'Journey'

M-G-M will launch its first major international TV promotion on "The Journey," with the world-wide distribution of 300 prints of a five-minute feature made in Vienna, Austria, during filming of the Alby Production, starring Deborah Kerr and Yul Brynner.

With increasing TV outlets abroad, the subject, partly narrated by Brynner and photographed within a mile of the Austro-Hungarian border, is being dubbed in French, German and Italian. Additionally, prints will be made available for theatre exhibition as well as TV, with superimposed titles in 18 languages.

'Moon' World Bow Set

The world premiere of M-G-M's "Night of the Quarter Moon" has been set for the Orpheum Theatre, San Diego, Feb. 10. Key city bookings are now being scheduled for Lincoln's Birthday with additional important playdates later in February.

Paramount Consolidates

(*Continued from page 1*)

Marathon Street Studio. The reason, he said, is to make available a complete integrated service to independent theatrical and television motion picture producers regardless of their distribution affiliation.

James Schulke continues as vice-president and general manager of Paramount Television Productions, Inc., headquartering at KTLA premises on the Sunset lot, where Paramounts' own broadcasting and television unit will continue.

Freeman further stated that under the new organization plan Joseph L. Kramer, former production manager of Sunset, will direct negotiations with television and theatrical producers for the combined facilities of the two lots with Frank Caffey, production manager of the Marathon lot, assuming the usual production control for both lots.

Freeman further stated that organization plans have been worked out to cordinate this new activity and provide close liaison between the studio and the outside producers utilizing their facilities.

Expect Hearing
N. Y. Censor Bi

Special to THE DAILY

ALBANY, N. Y., Feb. 5.—C
Hill heard reports today that
Legislative Committee on Off
and Obscene Material will hold a
ing here this month on the Cc
Marano film-classifications bill ar
Manley television-program lic
measure, both now in committ
the legislature. An announcem
the date is expected Monday.

James A. Fitzpatrick, of Platts
counsel for the commitee, dis
during a recent "film censorship"
arranged by School 16 PTA,
classification bill is being ca
studied.

William T. Conklin and Asse
man Luigi R. Marano, Brookly
publicans, introduced such a me
The act requires the State Edu
Department's motion picture d
to classify films, when licensing
as suitable for "general patro
"adults and adolescents" or "
only." Also exhibitors, to "not
classification in advertising.
measure, twice previously intro
would take effect immediately

Fitzpatrick is understood to
"classifications," although it i
known whether he would have
identical with those in the p
bill. He is also believed to hol
the classifications, or ratings, sho
permissive, theatres to advertise
but not to be held accountab
enforcement. Thus if an adol
(who pays an adult admission)
to view a picture classifie
"adults," he could do so.

Bonwit Teller Sellir 'Anne Frank' Ticke

Shoppers who belong to l
Teller's charge account plan w
able to purchase tickets to 20th
tury-Fox's "The Diary of Anne l
through that system, it was ann
here yesterday by Walter Hoving
ident of the department store.

Descriptive literature and
blanks are being sent to thousa
regular patrons of the store,
attention to the forthcoming e
ment of the George Stevens prod
at Broadway's RKO Palace.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
FRANK SINATRA • DEAN MAR
SHIRLEY MacLAINE
"SOME CAME RUNNIN
A SOL C. SIEGEL PRODUCTION from M-C
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

n News Up

Continued from page 1)

movie interest was generally
. In the last few months movie
has grown considerably, ac-
to Ben Handel, magazine edi-
ie New York News'."

& Publisher listed the fol-
ewspapermen as being at the

O'Brien, Sunday editor of the
Globe; Bill Barney, Buffalo
Express; Lloyd Wendt, Chi-
bune; Ralph Brooks, Indiana-
r; Hyman Chester, Milwaukee
Robert Endicott, New York
Tribune; William J. White,
ork News; John Patterson,
h Press; Garrett Byrnes, Prov-
Journal; Paul Tredway, St.
lobe-Democrat; Ernest Lar-
Paul Pioneer Press; Philip
Washington Star; Craig Bal-
Weekend Magazine; Angus
n, Editorial Newsletter; Don-
el, editor, and Dick Anderson,
director, Metropolitan Sun-
vspapers, Inc.

-Girosi Program

Continued from page 1)

ry Ponti-Girosi Productions
1 and will be completed in a
d one-half year period from
the unit was launched, was
ed at a press conference at
kerbocker Hotel.

of the pictures are definitely
Paramount release. These in-
The Black Orchid" and "That
Woman," both of which are
completed. Now shooting on
mount lot is "Heller with a
nd arrangements for the other
cted to be completed in the
weeks. Sophia Loren is the
the first three named.

ne Six Other Productions

wo producers announced the
f the six other forthcoming
which may or may not be
and distributed by Para-
hey said. These include "Car-
be directed by George Cukor
tar Miss Loren; "This, Too, I
be directed by Alberto Lat-
The Girl from America," to
d in Italy; "Blaze of the Sun"
ade in the Far East; "Two
" from the novel by Alberto
, and also to star Miss Loren;
mpia," from the Ferenc Mol-
, also to star Miss Loren.
al Spanish flamenco and
usic will be integrated in pro-
of "Carmen" to add to the
of gypsy character.

lle's Own Story

Continued from page 1)

table, religious and education-
ses.

naterial being edited covers
s entire life span, his work in
pictures, aviation, banking and
blic activities as well as his
story and his philosophy, it
ed.

AN INTERNATIONAL press corps representing leading publications, wire services, radio and television stations of 23 nations covered the preview of Billy Wilder's "Some Like It Hot" at Loew's Lexington Theatre here last night. In addition, leading New York exhibitors and other representatives of the entertainment industry joined with United Artists executives in viewing the Marilyn Monroe picture. Shown above are, left to right: William J. Heineman, United Artists vice-president in charge of distribution; Mrs. Youngstein; Max E. Youngstein, United Artists vice-president, and Mrs. Robert Benjamin, wife of the chairman of the UA board of directors.

'Anne Frank' Booked At Egyptian Theatre

From THE DAILY Bureau

HOLLYWOOD, Feb. 5. – 20th Century-Fox has set the West Coast premiere of George Stevens' "The Diary of Anne Frank" at the Egyptian Theatre here on Thursday, March 26. The film is the first made by the company which will be shown on a roadshow policy in all key city engagements.

The Egyptian engagement, like that at the Palace Theatre in New York and in other keys, will be the only showing in those areas in 1959. Performances will be on a reserved seat basis, two-a-day, 10-a-week.

Stevens will attend the premiere here, along with Millie Perkins, who plays Anne Frank, and other stars of the film, including Richard Beymer, Joseph Schildkraut, Shelley Winters, Ed Wynn, Gusti Huber, Lou Jacobi, Diane Baker, Dody Heath, and Douglas Spencer.

'Photoplay' Awards

(*Continued from page* 1)

editor. The winners were determined by a reader poll conducted by the magazine.

Sandra Dee led the voting for the outstanding new actress of 1958, while David Nelson and Edward Byrnes ended up in a tie for the outstanding new actor award. "Gigi" (MGM) won the Photoplay Gold Medal for the most popular picture of the past year.

Special awards went to David Ladd and Maurice Chevalier for the most promising young actor and the most popular foreign actor respectively.

The Photoplay Gold Medal Awards were inaugurated in 1921. Presentation of the awards will be televised on NBC-TV's "Steve Allen Show," Sunday, February 15 (8:00-9:00 P.M., EST).

O'Reilly Dies

(*Continued from page* 1)

the son of the late Judge Daniel O'Reilly. He attended public schools and New York University, and as a young man served as secretary to Mayor McClellan. He also served as secretary of the Board of Estimate of New York City.

He became interested in theatre operation about 1916, and acquired numerous theatres in various parts of the city. He also devoted himself to exhibitor organization work and became president of the Motion Picture Theatre Owners of New York State and of the Theatre Owners Chamber of Commerce of New York City, a post he held until about 1935 when the organization gave way to the present metropolitan exhibitors organizations.

Pioneered in Vending

O'Reilly then pioneered in the development of automatic vending equipment for both the theatrical and industrial fields, becoming president of Sanitary Automatic Candy Corp., which developed into ABC Vending Corp., which he headed for a number of years prior to taking the honorary chairmanship several years ago.

For the past 15 years he has been a vice-president and a director of the Loft Candy Co., and at the time of his death was president of the New Jersey Industrial Realty Co.

He was a member of Motion Picture Pioneers, Variety, the Lambs, Manhattan Club, American-Irish Historical Society and the Friendly Sons of St. Patrick. He is survived by a brother, John J., of Tucson, Ariz.

'Mile' Opens Feb. 18

United Artists' "The Last Mile," will open Feb. 18 at the Victoria Theatre here, with Mickey Rooney starred.

Wald Producer

(*Continued from page* 1)

and Mel Shavelson will handle the writing.

Edith Head will repeat last year's stint as costume consultant and Alan Handley will represent NBC as television producer for the 105-minute telecast of the awards.

Others contributing services to the event include Lionel Newman, music director; Joe Parker, stage director; John De Cuir, art director; Robert Metzler, business manager; Thornton Sargent, handling dinner party arrangements.

NBC Offers Aids in Promoting 'Oscar' Show

NBC-TV is offering the motion picture industry close cooperation in promoting the upcoming Academy Awards telecast, members of the MPA advertising and publicity directors were informed at their regular monthly luncheon meeting here yesterday. The report on developments in publicizing the "Oscar" telecast was presented by Harry McWilliams, MPA coordinator for promotional activities of the Awards show.

Among the services NBC has offered is cooperation in a one-half hour closed circuit trailer showing, which will be piped into some 400 radio and TV stations in the country which will later handle the Academy program. Local exhibitors and distributors will arrange to invite TV and radio editors in their area to attend this broadcast to promote the "Oscar" show in advance. The trailer will originate from both the East and West coasts.

Newspaper Drive Planned

NBC is also arranging for ads promoting the telecast in key newspapers in all major cities. And the network will also use a series of 10-second and 20-second TV spots which are currently being produced at all the major studios.

In other actions involving the telecast yesterday the committee approved two contests. Prizes will be offered to exhibitors and exploitation men who prepare the outstanding promotional campaign on the "Oscar" show for their territory. In another contest radio and TV personnel will be offered "showmanship" prizes.

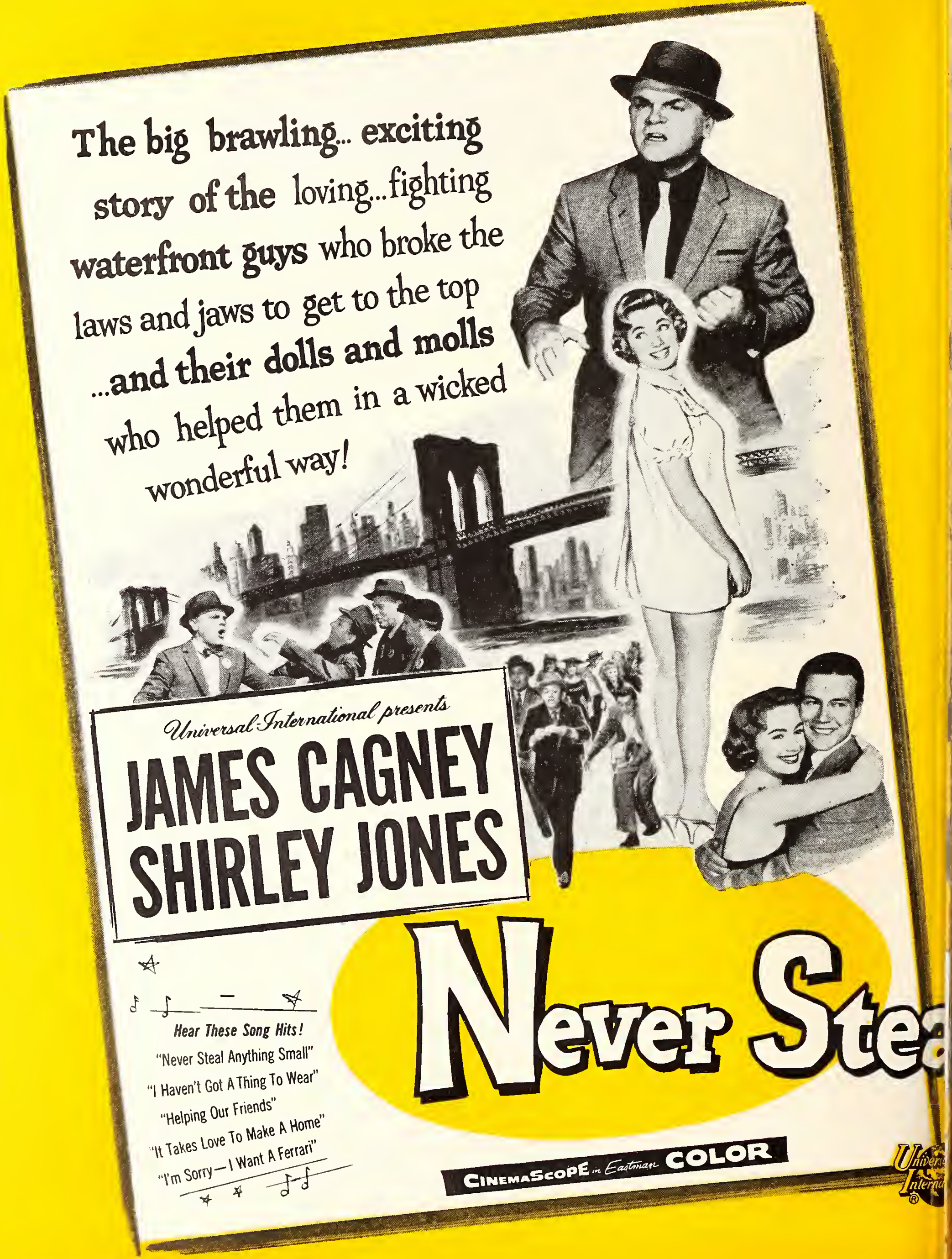
'Jukebox Bill' Is Reintroduced in Senate

From THE DAILY Bureau

WASHINGTON, Feb. 5.—Senator O'Mahoney (D., Wyo.) today reintroduced his "jukebox bill" to allow song writers and publishers to collect royalties on jukebox performances of their work.

A similar bill was the subject of extensive hearings and won Senate Judiciary Committee approval last year. Co-sponsoring the measure with O'Mahoney were Senators Kefauver (D., Tenn.), Humphrey (D., Minn.), Morse (D., Ore.) and Langer (R., N.D.).

“A PICTURE OF WIT, CH



The big brawling... exciting story of the loving...fighting **waterfront guys** who broke the laws and jaws to get to the top **...and their dolls and molls** who helped them in a wicked wonderful way!

Universal-International presents

JAMES CAGNEY
SHIRLEY JONES

Never Ste

Hear These Song Hits!

- "Never Steal Anything Small"
- "I Haven't Got A Thing To Wear"
- "Helping Our Friends"
- "It Takes Love To Make A Home"
- "I'm Sorry—I Want A Ferrari"

CINEMASCOPE in *Eastman* COLOR

M AND STUNNING STYLE

A sheer delight. Cagney is unexcelled. Here is entertainment with a golden touch." —*FILM DAILY*

A happy picture, destined for happy boxoffice." —*MOTION PICTURE DAILY*

Anything Small

ROGER SMITH • CARA WILLIAMS with **NEHEMIAH PERSOFF • ROYAL DANO • ANTHONY CARUSO**

Directed by CHARLES LEDERER • Screen Story and Screenplay by CHARLES LEDERER • Produced by AARON ROSENBERG

Dances by HERMES PAN

In Bermuda

(*Continued from page* 1)

jection to the latter motion was that Bermuda got its films from the United States. What could happen if it was desired to show a film which had been cut by the British censors in the United Kingdom? He felt it was a pity that a British colony was forced to take its films from a "mixed bag" in America. He did not think the local film companies had done all they could in that way.

Morris Gibbons said he had discussed the matter with the cinema management in the colony. They felt that some form of censorship was desirable and suggested the British version of "U", "A" and "X" films.

Senate Rackets Unit Shown 'Al Capone'

From THE DAILY Bureau

WASHINGTON, Feb. 5.—The Senate Rackets Investigating Committee got its first look at Allied Artists' "Al Capone" at a screening here last night. Immediately following, Senator John L. McClellan commented "This picture is powerful, honest and direct, and should be seen by every citizen believing in law and order."

Next week, on Feb. 10, the entire House Committee on Judiciary will view the filmed version of the mobster's career, hosted by chairman Emanuel Celler.

Pre-Selling Essential: Lipton

(*Continued from page* 1)

rent industry problems, but pointed out that no motion picture can realize its full potential without the benefit of substantial paid advertising prior to its release.

To illustrate this hypothesis, Lipton chose the example of another company's picture, Magna's "South Pacific." First a book and then one of the most successful musical plays in stage history, it seemed the ideal "presold" property when transferred to the screen. And yet, Lipton pointed out, Magna saw fit to spend more than $250,000 on magazine ads for the film. "If 'South Pacific' benefits," he commented, "the same principle will hold true for any picture."

Strong 'Imitation of Life' Drive

In the months to come, Lipton said, Universal will be following the same pre-selling procedure for its releases. The forthcoming "Imitation of Life," for example, will be advertised in 27 consumer magazines, carefully selected because of their appeal to various strata of the general public.

Universal's advertising budget for 1959 will be substantially higher than that of 1958, according to Lipton, even though the company will have fewer releases this year. This will be backed up with every available publicity and promotional tactic, he said.

Lipton also reported that Universal is almost doubling its trade advertising in 1959. "It's about time for industry leaders to stop taking the trade papers for granted," he said. "These leaders have an obligation to support those papers which they feel do a constructive job." Lipton, incidentally, thanked the trade papers for their "support and encouragement" during "Universal's trying year of re-tooling."

Cites Value to Lay Press

Besides stimulating exhibitors, Lipton said, trade papers perform a function not generally recognized, that of pre-selling the general press. He pointed out that there is not a motion picture editor in the country who does not read at least one trade paper regularly.

In its coming trade ads, Lipton pointed out, Universal will wage a "continuing campaign," from the start of shooting until a film is finally in the can.

Lipton seemed highly optimistic about 1959 from a business standpoint. He said there is "no lack of interest" in going "out to the movies," but that people had to have a reason for leaving their homes. It is advertising which provides this reason, forming a "total image" of a film in the mind of its prospective audience, he pointed out.

3 Proposals to Aid Business Tax Status

From THE DAILY Bureau

WASHINGTON, Feb. 5.—S Small Business committee chai Sparkman (D., Ala.) offered proposals to improve the tax s of the small business investment panies authorized by Congress year.

The proposals would exclude firms from the personal holding co nies surtax; provide a tax dedu for part of the interest the comp receive on long-term loans; and ex the companies from any penalt on certain of their accumulated ings. Sparkman said the prop really were designed to carry ou original intent of Congress.

Wald Drive for 'Fur Aims at Film Critics

Jerry Wald, producer of "The S and the Fury" for 20th Century is sending motion picture critics a the country a copy of the W Faulkner novel along with a chat ter and a typed series of notes menting on the difficulties of tra ing a novel of this stature to the s

The material is effectively aim interesting the critics in the pro of a producer faced with th sponsibility of treating intelliger work originally designed for ar medium.

FAME

1959 Edition
NOW IN PREPARATION

Annual Audit of Personalities
of motion pictures and television . . . featuring
monthly and annual Box Office Champion
motion picture productions . . . and
The Ten Top Money-Making Stars

Price per Copy $3

QUIGLEY PUBLICATIONS New York . . . Hollywood . . . Londo

EW:

Night of the Quarter Moon

ugsmith-MGM—CinemaScope

CIAL melodrama comes along at a time when such subject matter ng considerable public attention, both on the screen and in daily ulletins. For this reason, shrewd showmen will find in "Night of arter Moon" more than a fair share of exploitable angles that will at the boxoffice.

Frank Davis-Franklin Coen screenplay proposes to tell what hap- hen a rich young man marries a fisherman's beautiful daughter one-fourth Negro. The latter, played by Julie London, suffers a series of exasperating experiences at the hands of a dedicated f San Francisco bigots.

usband, John Drew Barrymore, a victim of brain washing during ean conflict, fares no better. When the press leaks the secret of ndon's Negro heritage, his mother, Agnes Moorehead, begins a f legal machinations which land Barrymore in a sanitarium.

e final reel, however, all these problems are resolved in a court- ene which has Miss London almost stripping down to the bare ls, to prove to a magistrate that Barrymore entered into their e with full knowledge that she was part Negro.

is brief synopsis indicates, "Night of the Quarter Moon," under aas' direction, is played mainly for its shock values, and there ty of these to keep general audiences interested. One scene in ar which may raise a few eyebrows is that in which Miss London's Anna Kashfi, introduces her singer husband, Nat 'King' Cole, to ntly married couple.

heavy cast of established players will also prove a boxoffice lure MGM release. In addition to those already mentioned, there are nes, Arthur Shields, Edward Andrews, and James Edwards. The ho will be remembered by many for his performance in "Home rave," gives this film's best performance, as a young Negro law- dling Miss London's case.

cer Albert Zugsmith's policy of introducing a number of guest o the proceedings is followed here in the case of Cathy Crosby, thony, Jackie Coogan, Charles Chaplin, Jr., and Billy Daniels. nately, none of these performers, except for Miss Crosby, who e tune, are given very much to do. Daniels, for example, is seen iefly as a waiter in Cole's nightclub, while band leader Ray portrays, of all things, a hotel manager.

time, 96 minutes. Adult classification. February release.

WARREN G. HARRIS

Proposals on ene' Film in Md.

Special to THE DAILY

IMORE, Feb. 5. – Two dif- oposals to keep children un- from "obscene" motion pic- ere proposed by Maryland s. The first, sponsored by 29 elegates and 10 senators, uthorize the Maryland State f Motion Picture Censors to tain films "for adults only." second, introduced by 10 , would leave it up to the d the courts to decide which "obscene" for young view- latter bill would make it for any person knowingly t to minors a motion picture "obscene or the tendency of to corrupt morals." Violators fined $100 and, or, be sent 30 days.

the sponsors, Delegate John more, introducing the second states it would make the dustry and theatre operators eir own industry.

ing to censors as "a dying

Graff Named NTA Int'l. Sales Manager

E. Jonny Graff, NTA vice-president, midwest sales, has been named national sales manager in charge of feature films for NTA International, Inc., it was announced here yesterday by Harold Goldman, president of NTA International.

Graff, who will continue to make his headquarters at NTA International's Chicago offices, will supervise sales of the company's feature film library to U.S. TV stations, reporting directly to Goldman.

Janus Acquires 'Wild'

"Wild Strawberries," the latest film of Swedish writer-director Ingmar Bergman, will be distributed in the United States by Janus Films, who also distributed Bergman's "Seventh Seal."

breed," Whitmore said his alternate suggestion "could raise the whole calibre of movies and place responsibility for them right where it belongs."

Television Today

'VideoScene,' New System of CBS, Starts Sunday; Called Live-TV Aid

By CHARLES S. AARONSON

The CBS Television Network has developed after three years of research a new production device called VideoScene, which it is felt will broaden the horizon of live television. The new system, designed by the network's production development department, was explained and demonstrated to the press at the network's Studio 50 on Broadway yesterday, and will have its first use on the Ed Sullivan Show this Sunday evening.

The announcement of the development was made at the demonstration by Louis G. Cowan, president of the CBS Television Network. The device is described as an electronic camera system which makes it possible to blend live action with miniature settings, still photographs or motion pictures in such fashion that the actors become part of the reproduced locale.

Background Is Reflective

It was explained that the new system overcomes the restrictions of previous composite picture systems whose use has been limited because of camera immobility. The device links the cameras focused on actor and miniature with a servo system, so that the two cameras move and focus synchronously, permitting VideoScene to follow the actor while the composite picture remains realistic. The actors perform on a blank set against a background of special reflective material, developed by the Minnesota Mining and Manufacturing Company. Through the use of a keying light, it was explained, the reflective background is rendered invisible and the miniature setting blended into the final picture, properly placed.

Viewers Impressed

The demonstration yesterday morning included a singer against a background of a Japanese garden, a miniature; two persons performing before a hotel entrance, in miniature; a western figure before a painted background of western scenery; a figure before a photographed country scene. The demonstrations were extremely well received by the members of the press, and to this observer the new system monitored picture, as on the home screen, appeared completely realistic and highly effective. It does indeed look to provide, in the words of Cowan: "an important additional resource for live television production."

Sees Limitations Removed

Describing this development as a "fine example of creative thinking," Cowan noted that the limitations existing heretofore on live television with respect to the number and size of sets and the difficulty of transferring actors from one scene to another, have been lifted. "It is now possible to implement the creative talents of television so as to reproduce practically anything the script demands," he said.

Cowan paid tribute to Edward L. Saxe, vice-president for operations; E. Carlton Winckler, director of production operations, and Paul E. Wittlig, manager of production development. Saxe said there would be no appreciable cost saving, since costs would be compensatingly heavier in other directions, and that the device was viewed rather as a production adjunct. He also said the stagehands union viewed the device favorably, as a means of giving new and greater scope to "live" television, which is the union's paramount interest. In its present form the system is designed for black and white, but can be readily adapted for color, it was indicated.

Schine Toll-TV

(*Continued from page* 1)

tions director, said that a television receiving tower will be erected here for the subscription system, under which residents will pay to have their homes wired for TV transmission.

The project, Morris said, also includes plans for a 135-room, three-story hotel and the possibility of a large-scale housing development.

Morris added that negotiations have been completed for the purchase of a 62-acre tract for the hotel and that Schine Enterprises, headed by G. David Schine, has options to purchase additional land in the village.

Seek to Amend Law on Courtroom Broadcasts

Special to THE DAILY

ALBANY, N. Y., Feb. 5.—Sen. E. Ogden Bush and Assemblyman Charles D. Henderson, upstate Republicans, have introduced a bill amending the civil rights law, to provide that the prohibition against televising, broadcasting or taking motion pictures of proceedings wherein witnesses testify by subpoena or compulsory process, shall apply only when consent is not first obtained from judge, chairman or head of an authorized tribunal.

TV Sets in Drop

WASHINGTON, Feb. 5.—Television sets produced in 1958 totalled 4,920,428, a considerable drop from the 6,399,345 sets turned out in 1957, the Electronics Industries Association announced today.

NOW SHOOTIN

33 Weeks On The
Best-Seller List

5th Printing
ON THE BEACH
a novel by NEVIL SHUTE
author of BEYOND THE BLACK STUMP etc.

...soon on the screen wit
the most dazzling boxoffi
cast in years!

GREGORY PECK · AVA GARDNER
FRED ASTAIRE · ANTHONY PERKINS

in STANLEY KRAMER'S PRODUCTION

of NEVIL SHUTE'S

"ON THE BEACH"

Introducing
DONNA ANDERSON

Directed and Produced by
STANLEY KRAMER

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ANNIVER
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1919 U

IN AUSTRALIA

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 26 NEW YORK, U.S.A., MONDAY, FEBRUARY 9, 1959 TEN CENTS

TORIAL

therhood Week

—*By Sherwin Kane*

HERHOOD WEEK and its
ervance in the motion picture
ustry has been set for Feb. 18
25.

previous years, several thou-
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lward Hyman of American
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n increase over preceding

cannot do this without your
very member of the industry
be a part of this effort. As
says, "We in the motion pic-
ustry have a greater stake in
therhood of man than any
dustry in the world."

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associate our industry, our
f business with the best ele-
n every community.

our share. Participate in this
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po Appeal

) has opened its new appeal
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up to $1.

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pleted Compo's treasury and,
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signed to help the exhibitor
many of his problems, has
afted by Compo's members
gned to it for the coming year.
nal Screen Service exchanges
vide pamphlets describing the
gram in detail. Film salesmen
on all exhibitors in the near
oliciting their contributions.
ion will match every cent
ted by exhibition.

program is of inestimable
all. But Compo must be
properly before it can begin

Paramount Starts Promotion Meets

The first of a 10-day series of special Paramount promotional meetings will open here today, with others to follow in Chicago, Dallas and Hollywood. Scheduled for discussion are "Tempest," "The Black Orchid" (both March releases), "Last Train From Gun Hill," "Thunder In The Sun"

(*Continued on page* 6)

Community Antenna, No Toll TV in Schine Plans

The Schine Enterprises television plans for Massena, N. Y., contemplate a community antenna system only, not subscription television, as mistakenly stated in news reports from the upstate town last week, Seymour Morris, Schine advertising-publicity head, said on Friday.

In conjunction with erection of a

(*Continued on page* 2)

Coyne Establishes New Compo Schedule Here

Robert W. Coyne, former Compo special counsel, who now is serving the organization in an advisory capacity, has begun a new schedule, checking into Compo headquarters here at the beginning and end of each week, and spending midweek periods in Washington performing his duties as president of the Distillers Institute of America.

Coyne, who recently signed a new

(*Continued on page* 6)

'Anne' Sold Out to Mar. 29 Before Box Office Opened

"No tickets until March 29!" This is what patrons at the RKO Palace Theatre box office, arriving to buy seats for the roadshow run of George Stevens' "The Diary of Anne Frank," were told on Friday, when the theatre started selling tickets.

Advance word-of-mouth on the 20th Century-Fox release brought orders from theatre party units and others before any official mail order ad appeared in print. The picture opens March 17. The first advertisement for the CinemaScope production appeared yesterday in the N.Y. Times.

Goldenson Reaffirms Opposition to Pay-TV

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., at the weekend reiterated his opposition to even a trial of pay television. He originally outlined his position a year ago before the House Committee on Interstate and Foreign Commerce.

Pay television, even if authorized on

(*Continued on page* 3)

Fox to Release Four Pictures for March

Twentieth Century-Fox will release four CinemaScope productions during the month of March, headed by its Washington Birthday pre-release showing of "The Remarkable Mr. Penny-

(*Continued on page* 2)

Over 60 ACE Committee Members To Meet on Industry Problems

More than 60 committee members of the American Congress of Exhibitors will assemble at the Hotel Astor here, Wednesday with a full agenda of industry problems set for discussion and action. The full committee meetings will follow a session of the executive committee tomorrow, also at the Astor.

Full committees will meet Wednesday morning in separate rooms from 10 A.M. to 1 P.M. Luncheon will follow for all committees and the afternoon will be devoted to a joint session at which the decisions of individual committees will be reported and opened for discussion.

Those who have stated that they will be present include, S. H. Fabian, ACE chairman and chairman of the committee on ways and means to increase motion picture production; R. J. O'Donnell, alternate. Also James Coston, Ned Depinet, Herbert Hahn,

(*Continued on page* 7)

TELEVISION TODAY—page 6

More Later

TOA Purchases Stock in Eight Film Concerns

Example for Exhibitors To Help, Show Faith

In a move designed to demonstrate its faith in the future of the industry, Theatre Owners of America has purchased stock in eight film companies, and will soon add another.

The purchase highlights a growing movement among exhibitors to support the production-distribution companies by becoming stockholders, so that their needs, experience and help can be made known and available to the film companies. TOA's move is the first among exhibitor organizations.

George G. Kerasotes, president of

(*Continued on page* 2)

Compo Opens Annual Contributions Drive

Compo opened its new dues collection drive at the weekend with an appeal to the nation's exhibitors in the form of a letter from the Compo triumvirate, Ben Marcus, Abe Montague and Sam Pinanski.

The letter is to be distributed through National Screen Service exchanges, and will be accompanied by a pamphlet spelling out Compo's new program of activities as defined recently in agreement with the American

(*Continued on page* 6)

Report John Flinn Set for Col. Studio Publicity Post

From THE DAILY Bureau

HOLLYWOOD, Feb. 8. – John C. Flinn, director of advertising-publicity for Allied Artists, reportedly will become studio publicity director for Columbia Pictures about March 1. He will succeed Al Horwits, whose contract expires about that time.

Columbia home office officials declined comment Friday on the Hollywood report of Flinn's appointment.

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, has returned to the Coast from here.

•

STEVE BROIDY, president of Allied Artists, returned to Hollywood over the weekend from a European trip.

•

DAVID LIPTON, Universal Pictures vice-president in charge of advertising-publicity, returned to the Coast over the weekend from New York.

•

LEON ROTH, Mirisch Co., vice-president, returned to Hollywood at the weekend from New York.

•

HAROLD HECHT, of Hecht-Hill-Lancaster, is scheduled to arrive in London from New York today for the premiere of United Artists' "Separate Tables."

•

MARTIN JUROW and RICHARD SHEPHERD, co-producers of Warner Brothers' "The Hanging Tree," will arrive in New York today from Hollywood.

•

MILTON GOLDSTEIN, international sales coordinator of Paramount's "The Ten Commandments," has returned to New York from London.

•

MAX E. YOUNGSTEIN, vice-president of United Artists; ROGER H. LEWIS, national director of advertising-publicity, and DAVID PICKER, executive assistant to Youngstein, will arrive in Hollywood today from New York.

•

SAM SPIEGEL will leave New York via B.O.A.C. today for New Delhi, India.

•

EDWARD DMYTRYK, who has been on a location-scouting trip in Nepal, will return to New York today via Bombay and London, and will leave here on Wednesday for Hollywood.

•

MRS. WILLIAM F. RODGERS has announced the engagement of her daughter, MYRTLE ANNE, to EDWARD J. McGRATH of Mount Vernon. Bride-to-be is the daughter of the late WILLIAM F. RODGERS.

•

GARY COOPER arrived in New York on Sunday from Hollywood.

•

JAMES DANNEN has returned to Hollywood from New York.

•

LEE MAGID, talent agent, has left here for London via B.O.A.C.

•

LEON COHEN, who operates the Vine Street Projection Room, Philadelphia, has announced the marriage of his daughter, AUDREY, and LEE KINBERG of Allentown, Pa.

•

HAL CHESTER, producer, left here on Saturday for London via B.O.A.C.

•

JOHN GOLDER, independent distributor in Philadelphia, is in University Hospital there.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your
SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience!
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

TOA Buys Film-Firm Stock

(*Continued from page 1*)

TOA, announced that it had acquired stock in Columbia, 20th Century-Fox, Universal, Allied Artists, Paramount Pictures, United Artists, Warner Bros., and Walt Disney Prods. and would buy stock in Loew's production company as soon as that company's divorcement of production-distribution and theatre segments had been completed, so that it will not be a stockholder in a theatre company.

Amount Not Revealed

Amount of stock purchased was not disclosed, but Kerasotes said it was "sufficient to demonstrate to the film companies that TOA has faith in their future and now has a personal stake in helping them to be successful."

The purchase came after a special poll of TOA's entire board of directors and executive committee to assure that the move had their full concurrence.

Kerasotes, in a recent address to the Northern California Theatre Owners, had urged that every theatre owner buy $1,000 worth of stock in the film companies for every theatre he operates, not only as a means of helping the film companies, but helping to insure his own future.

No Desire to 'Control'

He pointed out then that attendance by stock-holding theatre owners at meetings of the film companies, and possible eventual seating of exhibitors on the directorates of the companies, would result in greater understanding and cooperation among the various arms of the industry. He emphasized in his speech that exhibition has no intention or desire to control any film company, that the stock was not purchased for this purpose; that the only intentions were to express faith in the industry's future, and to lend assistance.

Fox to Release 4

(*Continued from page 1*)

packer." In addition, 20th will release George Stevens' production of "The Diary of Anne Frank," which will be world premiered at the RKO Palace Theatre March 17.

The four-picture lineup also includes Jerry Wald's "The Sound and the Fury," and "The Lone Texan."

14 for UA Records

United Artists Records will release 14 new stereo and monaural longplay albums for the month of February, it was announced by Lester Lees, director of sales and sales promotion.

Community Antenna

(*Continued from page 1*)

hotel and other development plans for the St. Lawrence Seaway town, Schine Enterprises plans to erect a television receiving tower and link subscribers' homes to the community antenna system, Morris said.

Not Planning Toll-TV

Schine has no plans whatever to engage in toll TV, he said.

"We are still very much for the anti-toll TV bill sponsored by Senator Oren Harris," he remarked.

Six Hartford Theatres Closed Temporarily

Special to THE DAILY

HARTFORD, Feb. 8. – County sheriffs seized and closed five theatres of the Hartford Operating Co. following alleged failure to meet rent payments on the properties. The theatres are the Art, Colonial, Lenox and Lyric in Hartford, and the Central, West Hartford.

Bercal House Suspends

Separately, Bercal Theatres, lessee of Maurice Greenberg's Parsons Theatre in downtown Hartford, relinquished the lease, resulting in the temporary closing of the house. Owners of all six theatres said they would be operating again shortly under new managements.

Para. Signs with ASI

MONTREAL, Feb. 8.–Associated Screen Industries, Ltd. here has taken over the physical handling of film for Paramount's Montreal exchange. A. S. I. also performs the same duties for Columbia here.

When Audiences Aren't Helpful to Comedies

William Heineman, United vice-president, is skeptical abo trade axiom that comedies sho seen with an audience. Since day's screening of "Some L Hot" at Loew's Lexington, New he has been deluged with ex requests for projection room ings "so we can hear the di which was blotted out by au laughter."

Louisville Parking Proves Aid to Thea

Special to THE DAILY

LOUISVILLE, Ky., Feb. 8.- ers and managers of theatres in town Louisville are "more than with the theatre parking plan t been worked out with a larg town parking garage.

The plan allows theatre-go park for four hours after 5 P. weekday for 25 cents, merely ing their parking tickets stampe box office of any theatre. Th low rate privilege is available on Saturdays and Sundays.

Publicized in Papers

The special rate is provided garage without subsidy from th tres in return for film "trailer" tising. Newspaper ads of the t also carry a "slug" concerning th tre parking plan.

The plan benefits the garage too, as the hours when the speci are in effect usually are slow It was worked out by the Lo Theatre Owners Association.

Two Book Tie-Ins UA's 'Naked Maja'

United Artists has set two tions for author Samuel Edward "The Naked Maja," which is with UA's release of the Titanu production of the same title. T Graw Hill Publishing Compan suing a hard cover version of th and Bantam Books will pu pocket book edition of the nove

Both book promotions will heavy dealer displays and i local level tieins in advance regional playdates.

Una O'Connor Die

Character actress Una O' 78, died here late last week Mary Manning Walsh Home, long illness. Miss O'Connor w tured in such motion pictures a ness for the Prosecution," "T former," "The Invisible Man," Copperfield" and "The Bells Mary's."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

ldenson

Continued from page 1)

basis, Goldenson said, would
ally lead to the destruction of
evision." Permitting a test of
levision, he again said, is
lent to starting an epidemic to
ew vaccine. Once the epidemic
rted, it cannot be controlled,
mited' tests, because of the in-
it required, would create eco-
nterest which once established
be virtually impossible to dis-

an Leaves Here on nded Business Trip

rd L. Hyman, vice-president
rican Broadcasting-Paramount
s, left here at the weekend,
anied by his assistant Bernard
on an extended business trip
will take him to Chicago today
n to Salt Lake City, San Fran-
Los Angeles, and Phoenix for
ith company affiliates.

Will View New Films

in plans to stay in Los An-
days to see new product and
ll available data on pictures in
ion or ready to start shooting.
ormation will be embodied in
port from Hollywood," which
r will contain, in addition to
eviewed, a schedule of re-
from all distributors for the
1959.

zine Campaign 'Gidget' Slated

agazine ad campaign for
" designed for "youth ap-
as been set by Columbia Pic-
"Seventeen Magazine" and
magazines with an aggregate
ip of over 15,000,000. The
ich will hit the stands during
half of March, will be built
the endorsement of "Gidget"
Clark, the television impres-
o is rated as the outstanding
dising force in the 12-26 age
arket.

C Endorses 'Gidget'

Federation of Motion Picture
has endorsed Columbia's
' and a letter over the signa-
Mrs. Dean Gray Edwards, pres-
the group and motion picture
n of the National Federation
en's Clubs, is being sent across
try to bring word to thousands
ber clubs. In her letter, Mrs.
hails "Gidget" as a film which
dolescents as wholesome and
anced.

d for Maria Schell

Schell personnally received
n as "The Most Outstanding
of 1958" in a ceremony here
t the Little Carnegie Theatre.
ard was made by the editors
cs of *Aufbau* and *Staats-Zeit-*
old, German language publi-

Press for Film Industry That Would Be 'Native' To Scotland

By GORDON IRVING

GLASGOW, Feb. 5 (By Air Mail).—Actors in Scotland are pressing for the establishment of a film industry native to Scotland. Plea has been made by the Scottish Committee of British Actors' Equity Association.

Moves are being made to contact the Scottish Trades Union Congress and, through them, the Government. According to an Equity spokesman here, the project "would sell Scotland to the world more successfully than any other medium."

It would also provide work for plasterers, carpenters, painters and others, as well as actors.

"The recently-formed studios in Eire are already in competition with world-film-makers," states Equity.

Lack of Films 'Great Gap'

"Films are a great gap in our conception of a balanced employment for performers. Films are made in Scotland, but only spasmodically.

"Some of us hoped that a film industry would arise in the wake of television, but at the present rate of progress we might have film studios by the year 2000."

'Inn' Gross to Date Is Over $2,500,000

From THE DAILY Bureau

HOLLYWOOD, Feb. 8.—Executive producer Buddy Adler of 20th-Fox has announced that with only a small percentage of engagements played across the country, his "Inn of the Sixth Happiness" already has grossed more than $2,500,000, more than any 20th Century-Fox picture since "Peyton Place."

Expects Holdover Record

Adler said that the picture may set a holdover record since it currently has more than 135 total holdover weeks, comparing with a picture running consecutively for more than two years. He cited the numerous awards won by stars Ingrid Bergman and Robert Donat as contributing factors to the holdover business.

Set 40th Convention of Ark. ITO, March 24-25

Special to THE DAILY

LITTLE ROCK, Feb. 8.—The 40th annual convention of Independent Theatre Owners of Arkansas will be held at the Marion Hotel here March 24 and 25, Nona White, secretary-treasurer, announced. The theme of the convention will be "Show Business Today and Tomorrow." J. Fred Brown, of Ft. Smith, Ark., is the organization's president.

Six Assessment Cuts

PHILADELPHIA, Feb. 8. — Real estate assessments for center-city showed that only six of the 16 theatres in the zone were allowed assessment cuts. The largest reduction was allowed the Fox, which fell from $1,551,300 to $1,289,200. The valuation of the site of the torn-down Mastbaum was slashed from $981,000 to $256,800.

No Skiatron Toll-TV In S.F., Says Official

Special to THE DAILY

SAN FRANCISCO, Feb. 8. — City Attorney Dion Holm has denied the report, current in Eastern financial circles, that Skiatron will start toll television broadcasts of the San Francisco Giants baseball games around July 1.

California and Stanford university spokesmen stated they know nothing of plans to toll-TV coast-college football games.

City attorney Holm said Skiatron still fails to come up with proof of the financial backing necessary to warrant city government granting of a franchise.

George Gitchell, assistant vice-president, Pacific Telephone and Telephone Co., over whose lines Skiatron would have to operate, says

"We have no agreement with Skiatron and it is all news to us."

Kansas Bill Would End State Board of Review

Special to THE DAILY

TOPEKA, Kans., Feb. 8.—Backed by the film trade in Kansas City and in Kansas, a bill calling for the abolishment of the State Board of Review, the motion picture censor agency, was introduced Friday in the Houes of Representatives of the state legislature here.

The bill is a bi-partisan measure, introduced by both Republican and Democratic legislators.

Coast Office for Drexel

HOLLYWOOD, Feb. 8. — Drexel Films Corp. will establish offices here in preparation for two films to be made for United Artists. Chuck Reeves and Marvin Josephson, executives of Dick Clark's newly-formed corporation, will meet here Monday on production plans for the films, one which will star Dick Clark.

Tudor Acquires 'Cry'

Tudor Pictures, Inc., which has moved to new offices at 375 Park Avenue here, has acquired "A Cry From The Streets" for release in this country. The feature will be the next attraction at the Radio City Guild here.

'Journey' Here Feb. 19

M-G-M's "The Journey," starring Yul Brynner and Deborah Kerr, will open at Radio City Music Hall Feb. 19.

PEOPLE

Henry G. Plitt, president of Paramound Gulf Theatres, New Orleans, was guest of honor at a buffet supper in the Hotel Heidelberg, Jackson, Miss., given by Local 589 of the IATSE. **Plitt** was given a gold lifetime membership card.

☐

Georges Auric, president of the French Society of Composers, Authors and Publishers, and other officers of the association, were honored last week at a dinner dance given by **Dimitri Tiomkin** and Mrs. **Tiomkin** in the grand ballroom of the Beverly Hilton Hotel in Hollywood. Auric and his associates are now on a world tour.

☐

Joseph M. Sugar, newly-elected vice-president of Magna Theatre Corp., will be guest of honor at a testimonial luncheon to be held Feb. 25 at Toots Shor's Restaurant here. **Harry Brandt** is general chairman.

☐

William Andrew, who has been sales representative for 20th Century-Fox in Atlanta, will open a booking office there shortly.

☐

Gerald G. Barton, vice-president and general counsel of Barton Theatres of Oklahoma City, has been named a member of the board of directors of the Bank of Mid-America in that city. Barton was discharged from the Army recently after three years on the Judge Advocate General's staff in Washington.

☐

J. Edgar Hoover has been made the first honorary member of the Show Business Shrine Club of Hollywood. The month-old chapter, which started with 35 members, has grown to well over 200, restricted to Masons in the entertainment field.

☐

Milton Hubschman, president of the E. Hubschman & Sons division of Gera Corp., a subsidiary of List Industries Corp., has been elected a director of the latter organization. RKO Theatres is a subsidiary of List Industries.

☐

Walter Brennan, veteran character actor, will be guest of honor on Feb. 23 at a luncheon tendered him by the Hollywood Chamber of Commerce on the occasion of his 35th anniversary as an actor. The scene will be the Blossom Room of the Roosevelt Hotel, Hollywood.

AA Plans New Dual

HOLLYWOOD, Feb. 8. — "Beatsville," on which filming has just been completed, will be combined with "Speed Crazy" to form Allied Artists' next dual picture package for release nationally on May 10.

TRIUMPHANT!

is the only word to describe the **AUDIENCE REACTION** to the preview on Thursday, at Loew's Lexington in New York of

MARILYN MONROE
TONY CURTIS
JACK LEMMON

in a **BILLY WILDER** production

"SOME LIKE IT HOT"

Co-Starring **GEORGE RAFT · PAT O'BRIEN · JOE E. BROWN**

Screenplay by BILLY WILDER and I. A. L. DIAMOND · Directed by BILLY WILDER

An ASHTON PICTURE · A Mirisch Company Presentation

THRU
UA

The laughter, the delight, the applause expressed the audience's unanimous acceptance that this is one of the funniest and sexiest pictures of all time!

TRIUMPHANT!

is the only word to describe the **EXHIBITOR REACTION.** Check it for yourself! Ask any of these, who were among the many prominent exhibitors able to attend.

ABC Paramount Theatres
- SID MARKLEY
- AL SICIGANO

Allied Theatres, New Jersey
- IRVING DOLLINGER

Arcadia Theatre, Philadelphia
- MERT SHAPIRO

B & K Theatres, Chicago
- HARRY LUSTGARDEN

Brandt Theatres
- JOE INGBER
- MARTIN LEVINE
- LOU WOLFF

Cinerama
- BERNARD KRANZE

Connecticut Theatre Circuit,
B & Q Circuit, Boston
- MAX HOFFMAN

Fabian Theatres
- ED FABIAN
- BERNIE MEYERSON
- GEORGE TRILLING

Fox Theatre, Philadelphia
- WILLIAM MOCLAIR

K & B Theatres, Washington
- MARVIN GOLDMAN

Loew's Theatres
- LEOPOLD FRIEDMAN
- EUGENE PICKER
- JOHN MURPHY
- ERNIE EMERLING
- BEN JOEL
- JIM SHANAHAN
- MILT ARNSWALDER
- JIM BRUNO

Charles B. Moss Theatres
- CHARLES B. MOSS
- LARRY MORRIS
- JERRY SAGER

Music Hall Theatre
- RUSSELL DOWNING
- SID GOLDMAN
- FRED LYNCH

National Screen
- HERMAN ROBBINS

RKO Theatres
- SOL SCHWARTZ
- HARRY MANDEL
- MATTY POLON

R & F Theatres, Baltimore
- JACK FRUCHTMAN
- PHIL ISAACS

Rugoff-Becker Theatres
- DON RUGOFF
- CLEM PEARY

Sach Theatres, Boston
- BEN SACH

Stanley Warner Theatres
- SAM ROSEN
- FRANK MARSHALL
- NAT FELDMAN

Studio Theatre, Philadelphia
- MAX GOLDBERG
- WILLIAM GOLDBERG

Triangle Theatres, Circuit
- WILBUR SNAPER

Trans Lux Theatres
- RICHARD BRANDT
- TOM ROGERS

United Artists Theatres
- ED ROWLEY
- SALAH HASSANEIN

Vikings Theatre, Philadelphia
- JAY WREN

Para. Starts

(Continued from page 1)

as well as other forthcoming pictures.

Jerry Pickman, vice-president and director of advertising, publicity and exploitation, and Martin S. Davis, assistant director, will conduct the New York meeting, which will include Paramount's New York, Canadian, New England and Middle Atlantic promotional staffs. It will continue through tomorrow.

In Chicago Wednesday

Davis will go to Chicago to hold meetings there Wednesday and Thursday with representatives of the company's Midwestern promotional setup. He will fly to Dallas for similar parleys Friday and Saturday. Promotion executives of leading theatre circuits will join in the Chicago and Dallas meetings.

Davis will spend the week of Feb. 16 in Hollywood holding meetings at the studio with Herb Steinberg, studio publicity manager, the latter's staff and other Western promotional representatives of the company.

Davis Back Here Feb. 23

Participants in the New York meeting will include Joseph Friedman, national exploitation manager; Winston Barron, Canadian advertising-publicity manager; merchandising representative Mike Weiss, Philadelphia, and Arnold Van Leer, Boston. The merchandising groups at the Chicago, Dallas and Hollywood meetings will be headed up respectively by Everett Olsen, Bob Bixler and Robert Blair. Davis will return to New York on Feb. 23.

Coyne Establishes

(Continued from page 1)

two-year contract for the Compo advisory post, said that from Washington he will maintain telephonic contact with the New York office in midweek. In Washington, Coyne also maintains contacts with legislators who aided Compo in its past successful admission tax reduction campaigns, and with other agencies there helpful to the industry.

SUPREME COURT : N.Y. COUNTY
ASSIGNEE'S SALE
Re: SHAMUS CULHANE PRODUCTIONS, Inc.
DAVID STRAUSS & CO., INC.
AUCTIONEERS
SELL WED. FEB. 11th, 10:30 A.M.
AT 207 EAST 37th ST., N.Y.C.
COMPLETE
ANIMATION STUDIO
OXBERRY CAMERA & STAND
16 & 35 MM
BOLDES CAMERA STAND
WITH ACME 35 MM CAMERA
35 MM EYEMO PENCIL TEST
CAMERA, 35 MM MOVIEOLA—
EDITING & SPLICING EQUIPMENT
VERY FINE OFFICE
and SHOWROOM FURNITURE
IBM Elec. Typewriter, 10 Window
Air Conditioners, Fedders, Yorks and Carriers
QUANTITY OF FILM, REELS,
TAPE, PHOTOGRAPHIC SUPPLIES
INSPECTION TUES. FEB. 10th
FROM 10 A.M. TO 4 P.M.
Auctioneer's Phones: LOngacre 5-7822—3—4

REVIEW:

First Man Into Space

Amalgamated-MGM

Combining science-fiction and some known facts about outer space, this effort is reasonably well done. Lacking marquee names, exploitation will have to be of the horror variety.

Bill Edwards is a Navy test pilot flying experimental high altitude jets. Marshall Thompson, his older brother, is a commander in charge of some phases of the project and worries about his brother's tendency to ignore orders and about his romance with luscious Marla Landi.

Flying a new rocket plane Edwards passes the outer limits of the atmosphere, then discovers he has exhausted his fuel and cannot turn back. Hitting a cloud of meteoritic dust he presses the ejector button. Back at the base, the trackers have lost the plane and Edwards is given up for dead. The wreckage of the plane when found is coated with an unknown and very hard glass-like substance.

A series of grisly murders convinces the space experts and Thompson that Edwards somehow did succeed in getting back to earth but with his metabolism and personality changed in a horrible manner. That turns out to be the truth. The space-created monster is corralled and brought to the base and experts bring him back to human form long enough to elicit new information about outer space before he dies.

Implausibilities in the story are compensated for by generally excellent performances, tight direction, and interesting technical details, which with the title, give the picture a very exploitable topicality.

John Croydon and Charles F. Vetter, Jr., produced, and Robert Day directed from a screenplay by John C. Cooper and Lance Z. Hargreaves.

Running time, 76 minutes. General classification. February release.

J. D. I.

Compo Opens Drive

(Continued from page 1)

Congress of Exhibitors. The program, approved by all the organizations represented in Compo, is regarded as the most comprehensive in the history of the organization.

"If Compo is to perform this gigantic task," the triumvirs' letter to exhibitors states, "it obviously must have the financial support of every exhibitor in the country. We urge you, therefore, to make a contribution to Compo at the rates listed in the pamphlet. You can do this either through a film company salesman, who will call on you shortly, or through your local exhibitor organization. As in the past, your contribution will be matched, dollar for dollar, by the distribution companies."

Same Schedule in Effect

The Compo schedule of dues is unchanged from previous years, ranging from a minimum of $7.50 yearly for the smallest four-wall theatres to $75 for the largest, and from $7.50 for the smallest drive-ins to $37.50 for the largest.

Television Today

Wants Extra Rehearsal Time for Improving Quality of TV Films

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 8.—Improvement of quality in filmed televisi owe its impetus to realistic endeavors by young directors like Rober Miller, who seek to convince producers of the need for incorporating su rehearsal time in the "budget." Miller, who just signed a non-exclusive pact with Screen Gems, Inc., to direct 30 films for them over the next 18 months, evidences greater concern for perfection in films than live TV, which he claims is more difficult than films.

"The quality of hour or half-hour filmed shows can best be protected by closer contact with the film editor. A director should work with the editor in order to protect the concept, which might otherwise be distorted," Miller stated, in an interview at the Derby.

"Writers might have recourse to the director for poor interpretation if certain reaction shots are left on the cutting room floor," said Miller.

On the other hand, directors' touches are generally lost in overwritten scripts and actors' abilities are also sloughed for the same reason, in order to squeeze such a script into the alloted time, Miller pointed out.

'Quality Can Come to the Fore'

Much of the "post mortems" can be eliminated, and quality can come to the fore if proper rehearsal time is granted "at very little increase in the budget" to edit scripts and allow opportunity for impressive performances and director's touches, Miller explained.

Miller, at 31, a product of New York's live TV school, who directed his first film show less than six months ago, has to his credit, in eight years of directing TV, shows like "Omnibus," "Camera 3," "Danger," "Suspense" and "The Web." He came to the Coast to direct three Matinee Theatre programs, but Albert McCleery kept him for 20. On his current schedule are four Alcoa-Goodyear Shows ready for airing.

Miller paid tribute to Desilu and Screen Gems for their recognition of extra rehearsal time, in support of his theory to achieve quality.

Bishop Sheen Signs With NTA for Series

Bishop Fulton J. Sheen and National Telefilm Associates have jointly announced the return of His Excellency to the national television scene in a new program series entitled "Life of Christ." The programs will be videotaped at NTA Telestudios in New York for world-wide distribution. The program will be made available to selected advertisers not alone in the United States, but in Canada, England, Australia and all other English-speaking countries through the facilities of NTA's world-wide distribution and sales organization.

McGannon Named
Of TV Code Review

From THE DAILY Burea

WASHINGTON, Feb. 8.– McGannon, president of Westir Broadcasting Co., has been chairman of the Television Co view Board of the National Ass of Broadcasters.

He succeeds Roger W. Clip president and general manager angle Stations, Philadelphia. president Harold E. Fellows a pointed three new members Code Review Board: Mrs. A Bullitt, KING-TV, Seattle; Herold, KBTV, Denver; and Kelley, WFMY-TV, Greensbor They replace Clipp and two o tiring members.

Members of the Televisio Producers Alliance, who about 70 per cent to 75 per ce films for television, will start s the Code Seal on all new proc beginning this spring, the N nounced.

Double Up on Large Stat

Clipp said the board's monit commercials is "undoubtedly t comprehensive continuing surv conducted by the industry. B February all 301 subscribing sta the television code will hav monitored for at least one th 35-hour period. Many stations i markets will have been m more than once."

The monitoring "strongly co he added, "that the majority scribing stations are in sub compliance with the advertisi visions of the Code. The charges of over-commercializat not supported by the facts."

Fladell Named to N
Creative Ad Positio

Ernest Fladell has been nam ative director-advertising depa for National Telefilm Associat it was announced by Lester K NTA executive director of adv promotion and merchandising. who joined NTA in May of 19 assume responsibility for crea advertising, presentations and mailing for NTA and the NT Network.

Prior to joining NTA, he was ated with the National Broa Company for five years, where manager of sales promotion NBC television network.

EW:

I Was Monty's Double

Associated British—NTA

IS ONE of the strangest *true* stories to come out of World War II: porate plan devised by British intelligence experts to deceive the n high command into believing that the Allied invasion of Europe be through southern France instead of Normandy. Chief com- of the plan was a small-time actor by the name of M. E. Clifton who, because he was a dead-ringer for General Montgomery of in, came to play the biggest and most important role of his career of General Montgomery himself.

sh intelligence trained James in the role and several months before rmandy D-Day sent him down on an extensive and purposefully -secret tour of North African bases. The Germans, rising to the nifted several Panzer divisions from the Normandy area to their defenses and thus made the huge Allied invasion a good deal than it might have been.

r the war, James wrote this story as the best-selling book, "I Was 's Double." Now it has been made into as taut, highly dramatic pealing an espionage film to be seen in several years, full of the wry humor and understated heroism which the British do so well.

n was one of the top money makers in Britain last year and, while take a lot of exploitation to create an audience for it this side, it's the effort. No one will be bored.

stars are John Mills and Cecil Parker, as the intelligence experts nceive the plan, and, most importantly, James himself in the title he latter gives an especially fine performance, full of humor and y as well as no small amount of courage. Marius Goring is seen as a German agent in Gibraltar. Maxwell Setton produced and uillermin directed from the screenplay by Bryan Forbes.

the possible exception of the film's climax—a German attempt ap Montgomery (James) from his North Africa villa (and which is ly exciting)—the picture seems as authentic as it is expert story-

g time, 100 minutes. General classification. Release, in February.

VINCENT CANBY

'E Meeting

Continued from page 1)

nanski, Sidney Markley, Sam Ruben Shor and William Gold- lward Lider and George Skou- have declared their intention resent.

George Kerasotes and Albert chairman and alternate of the committee, with Philip F. , Arnold C. Childhouse, Lamar Vilbur Snaper.

ernment Group Included

Horace Adams, Irving Dol- nd Jack Kirsch, chairman and es of the Committee on pro- exhibitor - distributor relations n Marcus and Eugene Picker. nzler may also be present.

Sol A. Schwartz and Emanuel ch, chairman and alternate of mittee on industry-government s, with Edward Arthur, Ed- . Fabian, Nat Lapkin, Arthur od, Sumner Redstone, Sol erg and Harry B. Hendel, and omon.

Max A. Cohen, chairman of mittee on industry research, mes Coston, Ernest Emmer- arry Mandel, Ted Mann, Ted Julius Sanders, Marshall H. erald Shea, Raymond Willy ney Stern.

William Forman and Harry Arthur, Jr., chairman and alternate of the committee on post 48 films on TV, plus Leopold Friedman, Leslie Schwartz, J. Myer Schine.

The executive committee comprises committee chairmen, their alternates and corporate officers. They are: S. H. Fabian, chairman, R. J. O'Donnell, George Kerasotes, Albert M. Pickus, Horace Adams, Irving Dollinger, Jack Kirsch, Sol A. Schwartz, Emanuel Frisch, William Forman, Harry Arthur, Jr., Max A. Cohen, Harry Brandt and Edward Lider.

Robert Sparks Quits CBS For Screen Gems Post

From THE DAILY Bureau

HOLLYWOOD, Feb. 8. – Robert Sparks, executive producer in charge of film programs for CBS-TV here, will join Screen Gems as director of syndication film production. The appointment to the Columbia Pictures television film subsidiary post is effective immediately.

Enrolls in TOA

The Trans-Lux Theatres Corporation of New York City has enrolled its Krim Theatre, a first-run house in Detroit, Mich., in Theatre Owners of America, TOA's New York headquarters has announced. Trans-Lux theatres in Washington, D.C., and Miami Beach, Fla., have long been members of T.O.A.

The TREES and the FOREST

TODAY pleas for unity are heard in all segments of our industry. It is seen that conflicting interests within must be subordinated to new, more challenging competition from without. To meet it successfully, friendly counsel is urged among all factions, in pursuit of effective collective action.

Survival of the motion picture is not at issue—the art belongs to the public. Concern is rather for the people and the institutions that constitute the industry. And it is recognized that they may prevail only as they can act together to maintain the motion picture eminently, uniquely in the public service.

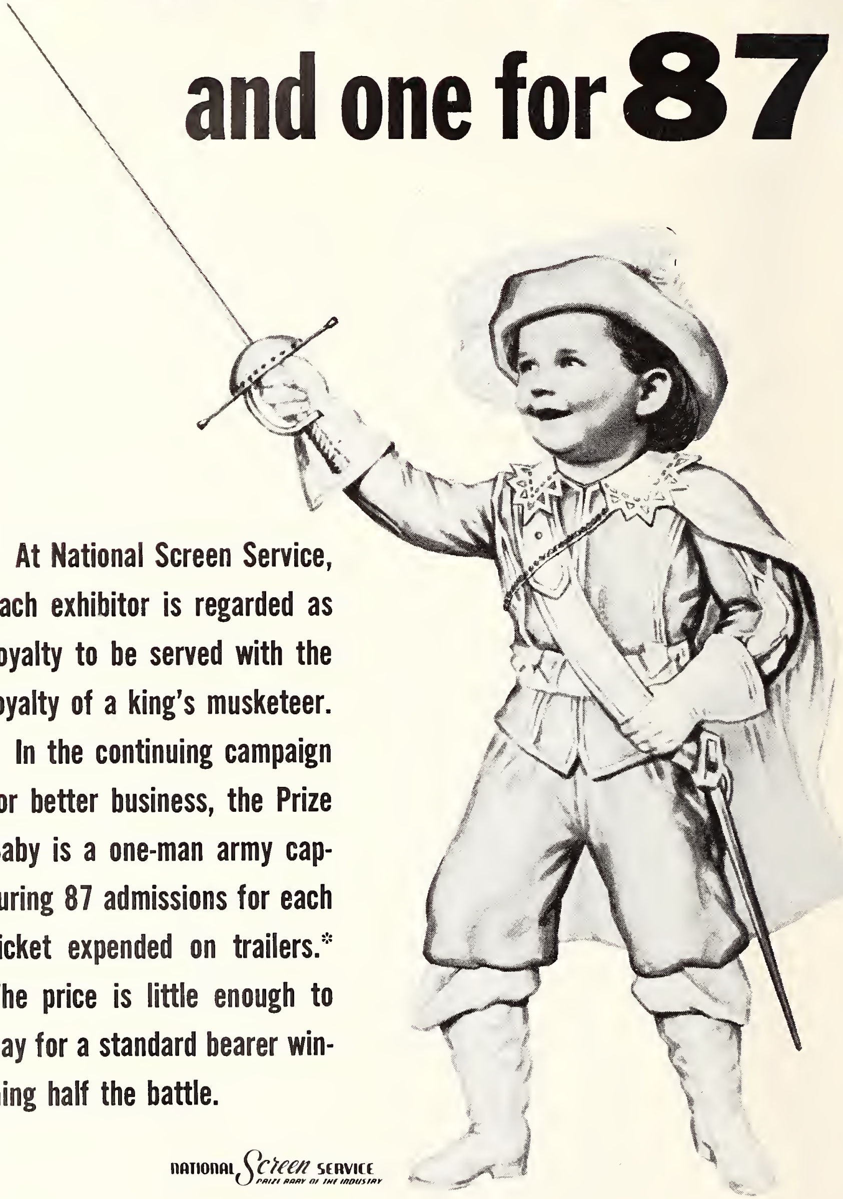
Trade journalism enters into this collective action as an indispensable instrument of it . . . a *constructive* instrument according to its capacity to perform with experience, skill and responsibility to *all* interests of the business.

These are hallmarks of MOTION PICTURE HERALD's performance. A high order of journalistic competence in responsive and responsible service to the industry *as a whole* has written its record of 44 years and marks its reputation today.

Information is of course the very stuff of decision. Reliably informed about matters vital to the business collectively, this industry can make its new consciousness of unity an important practical fact of reconstruction.

MOTION PICTURE HERALD

ALL FOR ONE...
and one for 87!



At National Screen Service, each exhibitor is regarded as royalty to be served with the loyalty of a king's musketeer.

In the continuing campaign for better business, the Prize Baby is a one-man army capturing 87 admissions for each ticket expended on trailers.* The price is little enough to pay for a standard bearer winning half the battle.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*Sindlinger survey of trailer impact based on admissions. Copy available on request.

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

35, NO. 27 NEW YORK, U.S.A., TUESDAY, FEBRUARY 10, 1959 TEN CENTS

)oerfer

mpromise on ll-TV Tests Offered

Trial on 'Realistic Meaningful Basis'

By J. A. OTTEN

HINGTON, Feb. 9.—Federal nications Commission chairman Doerfer held out the possibili- coll TV compromise somewhere 1 the full-scale tests proposed FCC and the very limited tech- sts proposed by House Com- Committee chairman Harris k.).

s has sponsored legislation would ban all toll TV, broad- wire, until Congress specifical- rizes the new systems. In the ne, he would permit only scat- technical" testing.

er declared, "I am of the opin- somewhere between Mr. Har-

(Continued on page 7)

e Group Approves Employed Tax Aid

rom THE DAILY Bureau

HINGTON, Feb. 9. — The Ways and Means Committee pproved a bill to give tax re- heatre owners and other self d persons.

bill, similar to one which the House last year, would elf employed persons to defer as much as $2,500 a year of out aside in special retirement The measure got held up in

(Continued on page 7)

nas Pappas Named 0th-Fox Board

as A. Pappas of Boston has cted to the board of Twenti- tury-Fox, it is announced by P. Skouras, president. Pappas' to the board now brings the hip to 11.

d New England financier and

(Continued on page 7)

SION TODAY—page 7

All Films Holding in Downtown Cleveland

Special to THE DAILY

CLEVELAND, Feb. 9. — Not one new picture was opened at downtown first-run theatres this week. The popularity of current product has resulted in extended runs, ranging from an all-time Cleveland record of 45 weeks for "South Pacific" at Loew's Ohio and including a record seven-week run of "Auntie Mame" at the Allen, 10 weeks for "South Seas Adventure" at the Cinerama Palace; six weeks for "Some Came Running," which was at Loew's State for three weeks and moved over to Loew's Stillman for another three weeks; "The Inn of the Sixth Happiness," third week at the Hippodrome and a second week of "I Want To Live" at Loew's State.

Kerasotes Will Speak at Texas Drive-In Meeting

Special to THE DAILY

DALLAS, Feb. 9. — An address on the state of the industry and the aims of the American Congress of Exhibitors by George G. Kerasotes, president of Theatre Owners of America and executive committee member of ACE, will be one of the highlights of the annual Texas Drive-In Theatre

(Continued on page 2)

Film Kansas Banned Shown in Law Suit

Special to THE DAILY

KANSAS CITY, Feb. 9. — The trial of a law suit to force the Kansas State Board of Review to permit the showing of the film, "Mom and Dad," in that state was recessed today while

(Continued on page 6)

Public Hearing Here on Feb. 26

To Propose New N.Y. Screen, Ad Controls

Joint Legislative Committee to Ask Revocable State Theatre Licenses

Special to THE DAILY

ALBANY, Feb. 9.—Proposed legislation calling for the state licensing of New York theatres in order to give the Motion Picture Division of the State Education Department (censor board) increased control over both the advertising of the theatre and its screen fare will be presented to the legislature by the N.Y. State Joint Legislative Committee studying the publication and dissemination of offensive and obscene material, committee counsel James A. Fitzpatrick disclosed today.

The committee will submit three new proposals to the legislature, the first of which would require every theatre in the state to be licensed by the director of the Motion Picture Division. The license could be suspended if the theatre exhibited "without license or permit any motion picture for which a license or permit is now required by law," or if the exhibitor was convicted of employing "advertising, posters, banners or advertising material which violates

(Continued on page 3)

Fico Boosts Holdings To 50,386 Shares

From THE DAILY Bureau

WASHINGTON, Feb. 9. — Fico Corp., the corporation set up by Columbia Pictures Corp. officers and directors to buy Columbia stock, bought another 3,700 shares in December, boosting its holdings to 50,386 shares, according to the latest report by the Securities and Exchange Commission.

The report showed that a partnership of which Charles Schwartz was a member sold 1,600 shares, dropping its holdings to 13,241 shares. Schwartz

(Continued on page 2)

WB, Filmways to Pool Television Resources

Warner Bros. and Filmways announced here jointly yesterday that they have agreed to exchange facilities in the production of filmed television commercials and industrial films. The pooling of resources by the two companies applies only to the production of the types of films named, it was pointed out, and corporate structures

(Continued on page 3)

Competition, Quality to Save Industry: Freeman

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 9. — "The thing that will save the motion picture industry is hard, tough competition," Y. Frank Freeman, Paramount studio chief, told 125 members of the Hollywood Chamber of Commerce, who came to hear him discuss "the future in motion pictures," at a lunch-

(Continued on page 6)

Local Chairmen Will Set Dates of Convenience for Brotherhood Drives

A flexible policy for territorial observance of Brotherhood Week has been approved by national amusement industry chairman Alex Harrison and national exhibitor chairman Edward L. Hyman.

Under the new policy, Brotherhood Week observances this year will be held on dates to be set by area exhibitor and distributor chairmen, which dates need not necessarily be the same as national Brotherhood Week, Feb. 18-25.

The decision results from suggestions by many area exhibitor and distributor chairmen who believe that, if more time were provided for local Brotherhood Week campaigning, there would be better accomplishments. Harrison and Hyman suggest

(Continued on page 6)

Owen, DeBerry to Open Para. Branch Meetings

Special to THE DAILY

PHILADELPHIA, Feb. 9.—A series of Paramount Eastern and Southeastern branch meetings conducted by Hugh Owen, vice - president of Paramount Film Distributing Corp., and Edmund C. DeBerry, his executive assistant, will open here Wednes-

(Continued on page 6)

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, has extended his stay here through this week. He now plans to return to the Coast at the weekend.

•

Humayun H. Baigmohamed, exhibitor of Karachi, Pakistan, and United Artists' distributor in that country, has been married there to Shereen Said Hasan, daughter of Said Hasan, deputy chairman of the Planning Commission.

•

Cecil Tennant, vice-president in Britain for Music Corp. of America, returned to New York from London yesterday via B.O.A.C.

•

Emanuel Silverstone, vice-president of 20th Century-Fox International, and Mrs. Silverstone have announced the engagement of their daughter, Ellen, to Richard M. Hammer of Brooklyn.

•

Nate Schultz, head of the Allied Artists exchange in Cleveland, is vacationing with Mrs. Schultz at Miami Beach.

•

Carl Mahne, manager of the Evergreen circuit's 5th Avenue Theatre, Seattle, has left there with Mrs. Mahne on a motor tour to Mexico City.

•

R. M. Boovey, salesman for the Charlotte branch of United Artists, is hospitalized in Elizabeth City, N.C., following a heart attack. Steady improvement is reported.

Bebchick Named MGM Boston Branch Manager

Ben Bebchick has been named M-G-M Boston branch manager by John P. Byrne, general sales manager.

Bebchick moves up from his position as assistant branch manager to succeed the late Ben Rosenwald. Joining the company in 1927, Bebchick has been a salesman since 1937. In 1949, he became assistant branch manager.

AB-PT Votes Dividends

The board of directors of American Broadcasting-Paramount Theatres yesterday authorized payment of the regular quarterly dividend of 25 cents per share on the company's common stock, payable on March 14 to holders of record on Feb. 20.

Additionally, the board voted a 25-cent dividend on the preferred stock, payable on the same date.

Kerasotes Set

(*Continued from page* 1)

Owners Assn. convention here next week. The three-day meeting, which begins Monday, will take place at the Hotel Adolphus.

Kerasotes will speak at a luncheon session on Tuesday, Feb. 17. He will be introduced by Robert O'Donnell, vice-president and general manager of Interstate Theatres.

On Monday, Feb. 16, following registration in the morning, there will be a testimonial luncheon to honor Edwin Tobolowsky, general counsel of the Texas group. Tobolowsky is retiring as chief barker of Variety Club Tent 17. In the afternoon the delegates will hear Edward Lachman, president, Lorraine Cargons; and Robert Wert, Procter and Gamble Co.

Board to Meet Monday

The board of directors will meet at 4 P.M. Monday and there will be a cocktail party in the evening sponsored by Alexander Film Co.

On Tuesday the delegates will elect the "branch manager of the year" in the morning. The official welcome to the convention will then be presented by Tim Ferguson, convention chairman, followed by the keynote address by Eddie Joseph, president of the association. Other speakers at the morning session will be Rubin S. Frels, membership chairman; Melvin T. Munn, director of public relations, Blue Cross-Blue Shield; and Richard McKay, director of advertising and public relations for American International Pictures.

Senator Herring to Speak

In addition to Kerasotes, Senator Charles F. Herring will be a luncheon speaker. A closed business session will be held in the afternoon, while a banquet dinner that night will be sponsored by the Pepsi-Cola Co.

Wednesday morning will be devoted to concessions with speakers including Philip L. Lowe, NAC president; Lee Koken, NAC board chairman; William E. Smith, Popcorn Institute; Mary Kuhlman, American Institute of Baking; and Thomas J. Sullivan, NAC executive vice-president.

In the afternoon at an open session the report of the nominating committee of the board of directors will be presented. This will be followed by a report of the resolution group.

The board will meet again at 4:30 P.M. Wednesday, and a banquet that night will be sponsored by the Coca-Cola Co.

ASCAP Coast Meet

Paul Cunningham, ASCAP president, has announced a meeting of the Society's West Coast membership on Wednesday, Feb. 25. The affair will be held at the Ambassador Hotel in Los Angeles at 6 P.M.

Big Response to First 'Anne' Ad

The initial response to the opening ad on George Stevens' "The Diary of Anne Frank" in Sunday's "New York Times" has been "overwhelming," according to reports from the RKO Palace Theatre where the CinemaScope attraction begins a reserved seat engagement, March 17.

More than 500 pieces of mail, resulting from the initial ad which included the mail order coupon, have been received by the theatre. Since this kind of response means that only residents of the Metropolitan area could have sent in orders within 24 hours, indications are that mail orders within the next week will set a record, it was stated.

Production at Universal Hits High Point Today

From THE DAILY Bureau

HOLLYWOOD, Feb. 9. — With the start of "Pillow Talk" tomorrow Universal-International will have the biggest lineup of major productions shooting simultaneously of any time in its entire history, with three multi-million-dollar pictures, featuring 21 top stars and name personalities, before the cameras.

Muhl Executive on All

Edward Muhl, U-I vice-president in charge of production, is serving as executive producer on all three features. They are:

"Pillow Talk," a Arwin-Production in color; "Spartacus," Bryna Production in Technirama for Universal release, and "Operation Petticoat," Granart production in color.

French Open Office Here

Three Arts Distributors, Inc., a French film and record production company, has opened a New York office headed by Maurice Gardett, president of the company. Gardett is also president of Mauriee Gardett Films, Ine. The company will concentrate on getting business from independent TV and film producers who want to do location shooting in Europe. In addition, the New York office will also handle the American distribution of the company's European-made records and films.

'Horse' in New Record

"The Horse's Mouth," United Artists' comedy starring Alec Guinness, rolled up a resounding $14,233 gross in its 13th week at the Paris Theatre here, topping the film's receipts at the 58th Street showcase for the past six weeks. The Knightsbridge Production started its 14th week at the theatre yesterday.

Fico Increas

(*Continued from page* 1

reported no holdings in his own

The report confirmed that
Tomlinson had sold 71,200 sh
Loew's Inc. stock during Dec
dropping his holdings to
shares in his own name and
shares through another corpora
also contained a previously-pu
report that Stanley Warner Ci
Corp. had exchanged another
shares of Cinerama, Inc., comn
shares of Cinerama Producti
was left with 330,127 shares.

B. Gerald Cantor reported
4,000 shares of National T
common during December, b
his personal holdings to
shares. He controls another
shares through companies and f
tions. E. Jonny Graff sold 900
of National Telefilm Associates
vember and December, keepin
shares.

Decca Records Inc. acquir
other 8,200 shares of Univers
tures Co. common in Decemb
creasing its holdings to
shares, and Preston Davie
100 shares, for a total of 109

Jack Warner Sells 3,000 Sh

Jack L. Warner sold 3,000 sh
Warner Brothers common, dr
his holdings to 228,999 shares
own name and 1,400 through
account. W. Stewart Mc
bought 300 shares of Stanley
Corp. common for a total of 50

Tonrud, Inc., controlled by
las T. Yates, bought 13,927 sh
Republic Pictures common in
ber and sold 2,000 in Decemb
a net holding of 208,264 at t
of the year. It also sold its
8,400 shares of Republic prefe
September and October, it re
Yates himself also held 4,027 c
shares.

Guild Films Activity Repor

The SEC report disclose
34,000 shares of Guild Film
common pledged by John J. C
collateral for a loan had been
November by the pledgee. Davi
Alstyne, Jr., reported selling
shares held as a trustee in Dec
dropping this holding to 4,000
He also had 7,207 in his own n

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
FRANK SINATRA • DEAN MAR
SHIRLEY MacLAINE
"SOME CAME RUNNIN
A SOL C. SIEGEL PRODUCTION from M-G
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherw'n Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refresbment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

PEOPLE

. Kincey, president of Wilby-
Theatres, Atlanta, is serving
rman of the building commit-
Charlotte's new two-million-
YMCA now under construction.
s also active in the drive which
the funds for the project.

☐

el E. Rosenblatt, chief barker
Albany (N.Y.) Variety Club,
ong those receiving citations
rk on behalf of the Muscular
hy Fund drive in Albany
, in which $12,600 was raised.

☐

Lynn Besser, formerly film in-
free-lance publicist in Con-
t, has joined Moore & Co.,
d, Conn., advertising agency,
ic relations director.

☐

s A. Sumberg, attorney serving
film industry clients in up-
ew York, has joined with **Car-
nard** and **F. Joseph Leone** to
partnership for the general
of law with offices in Albany.
g has served as a crewman
e Albany Variety Club.

☐

Repass, a son of the late
L. Repass, Hartford industry
will receive his Bachelor of
gree, majoring in education,
e University of Hartford in

☐

rd Cromwell has been named
manager of the Stanley War-
and Theatre, Hartford, suc-
Robert Edwards, who has left
stry.

☐

Hodges has been named as-
nanager of the Fox Theatre,
, Ore., unit of the Evergreen

☐

"Mac" McKinlay has been
d manager of the Varsity
Seattle, a unit of B. F.
Theatres.

☐

ewis Barton, head of Barton
, Oklahoma City, a well
civic leader there and former
t of the city board of edu-
eliminated himself as a pos-
ndidate for mayor recently,
urging by numerous friends.
e personal considerations in
ion.

☐

m H. Moenter has returned
Cinema Supply, in the elec-
department. A picture and
cording specialist for the past
, he will engage in the serv-
S.O.S. equipment.

Capaldo, 51

FORD, Feb. 9.— Louis S. Ca-
51, veteran projectionist at
eo Theatre, Watertown, Conn.,
f a sudden heart attack.

To Propose New N. Y. Screen, Ad Controls

(*Continued from page* 1)

standards established by the second of the two bills proposed."

The license, for which a small fee would be charged, could be revoked if an exhibitor was a third time offender in the use of unapproved advertising material.

The committee's second proposal would amend Section 130 of the Education Law which now provides the Motion Picture Division some supervision over banners and posters used in connection with film advertising.

Purpose Spelled Out

The new legislation would specifically forbid any distributor or exhibitor to use or offer for use any advertising material that is "obscene, indecent, immoral or disgusting, or of such a character that its exhibition would tend to corrupt morals or incite to crime."

It would also prohibit for advertising use any scene or dialogue purportedly but not actually in the motion picture advertised, or in any scene or dialogue that had been eliminated from a picture by the state censor. Violations on the part of a distributor would be punishable by suspension or revocation of any permit or license issued to the distributor by the education department.

License Could Be Suspended

Exhibitor violations would be punishable by suspension of the license or permit of the particular picture to which the advertising refers for showing in the theatres of the offending exhibitor.

The third bill proposed by the committee would amend Section 122 (a) of the Education Law to make applicable to the second of the committee's proposals the definitions of "immoral" and "incitement to crime" now found in that section.

N.Y. Hearing at Roosevelt

Assemblyman Joseph R. Younglove, chairman of the Joint Legislative Committee on Offensive and Obscene Material, said tonight a public hearing would be held in the Hotel Roosevelt, New York City, Feb. 26, on the three bills.

The hearing, first slated for Albany but switched to New York, apparently to afford greater news coverage, will also consider the Conklin-Marano film ratings measure and the Manley proposal calling for a television program licensing act.

UA Mails Special Disc To Plug 'Lonelyhearts'

United Artists will mail this week a long-playing recording of interviews with the producer, director and cast of "Lonelyhearts" to some 350 of the nation's film exhibitors, critics and editors.

Produced by Arnold Michaelis and Hannan Wexler, the 12-inch disc is titled "Profile of a Motion Picture," and features the voices of Montgomery Clift, Robert Ryan, Myrna Loy, Dolores Hart, Maureen Stapleton, director Vincent J. Donehue and producer Dore Schary.

Message from Schary

The latter, in a letter accompanying the recording, writes: "I believe this is the first attempt of its kind to present an insight into the chemistry of movie-making. I think it says something fresh about the complex but rewarding business of motion pictures."

Nat'l. Press Club Will Sponsor 'Orchid' Bow

From THE DAILY Bureau

WASHINGTON, D. C., Feb. 9.—The National Press Club here on February 19 will sponsor its first motion picture benefit premiere with the opening of Paramount's "The Black Orchid" at the Playhouse Theatre.

Federal government officials and Washington society leaders have been invited to the picture's debut, receipts for which will go into the welfare fund of the organization of newspaper correspondents. Many exploitation activities have been coordinated to tie in with the Playhouse engagement.

'Orchid' Gross Big

PHILADELPHIA, Feb. 9.—Paramount's "The Black Orchid" has registered as a "smash hit" in its world premiere engagement at the 600-seat Arcadia Theatre here. The picture grossed a huge $13,200 in its first five days (Wednesday through Sunday).

Gen. Donovan, RKO's Attorney for Many Years

Maj. Gen. William J. Donovan, prominent attorney, Army officer, and diplomat who died in Walter Reed Army Hospital on Sunday at the age of 76, was well known throughout the motion picture industry as counsel for RKO for many years. His firm, Donovan, Leisure, Newton & Irvine, was named counsel to Irving Trust Co., receiver for RKO, in the early 1930s and continued as the company's chief outside counsel through its reorganization proceedings.

Active in Anti-Trust Case

The firm also represented RKO in the protracted anti-trust proceedings brought by the government against the major companies, with Gen. Donovan making frequent appearances for the company before the three-judge Federal statutory court in New York which had jurisdiction over the case, and before the U. S. Supreme Court on appeals from the New York court.

Plagiarism Dismissal Plea of 20th-Fox Denied

Motions by 20th Century-Fox for dismissal of a $250,000 plagiarism and injunction action and for summary judgment in favor of the company were denied by Federal District Judge Frederick Bryan here yesterday.

The action, brought by Kathleen Kendrick and Herbert Fader, alleges that their scenario, "My Hero," which they claim they had submitted to the company, was infringed by the 20th-Fox production, "The Lieutenant Wore Skirts."

$2,575,000 'Running' Gross in 187 Dates

"Some Came Running" has grossed over $2,575,000 in its first 187 key engagements, according to figures compiled by M-G-M.

The engagements have run up a total of 410 weeks of playing time. Thirty-seven are holding over.

WB, Filmways

(*Continued from page* 1)

and other activities of both remain intact.

Warners is active in the production of filmed TV commercials through its wholly-owned subsidiary, WBTV Commercial and Industrial Films, with headquarters at the company studios in Burbank. Filmways, which has its headquarters in New York, is a leading producer of TV commercials. The combined gross volume of both companies in TV commercial and industrial film production is reported in excess of $5,000,000 for last year.

First, Says Kalmenson

Benjamin Kalmenson, executive vice-president of Warner Bros., said that this association is the first national service of television production and that it would be possible now for one company to shoot segments both on the Hollywood lot and in New York.

Martin Ransohoff, president of Filmways, said that, "It is our belief that the advertiser and his advertising agency will benefit from greater creative opportunities, increased production flexibility and economy from this association."

Plan Ohio Bill for Downtown Park Lot

Special to THE DAILY

COLUMBUS, O., Feb. 9.—Rep. Kline L. Roberts, Republican, Columbus, is expected to introduce a bill in the Ohio Legislature to lease an area beneath the State House yard to the city of Columbus for the building of a parking garage. The site is surrounded by downtown theatres.

The Ohio Supreme Court recently nullified a law which had authorized construction of such a facility by the state Underground Parking Commission. The law was declared unconstitutional because it lacked uniform application throughout the State. The Roberts bill is expected to contain a provision that any state-owned property could be leased by city or county governments for such purposes.

COMPULSION

IS
COMING

Read what working showmen for the top film circuits have to say about it:

"Simply great!"
—*MATTY POLAN, RKO Theatres*

"Nobody could possibly have done a better job. I like everything about it!"
—*JOHN MURPHY, Loew's Theatres*

"It takes hold early and doesn't release its grip until the final fadeout."
—*TED MINSKY, Stanley-Warner Theatres*

"Among the all-time great screen dramas!"
—*SALLAH HASSANEIN, Skouras Theatres*

"No ifs, ands or buts about the mass-appeal of COMPULSION"
—*BERNIE MEYERSON, Fabian Theatres*

"A great production...it will do outstanding business."
—*AL SICIGNANO, AB-PT Corp.*

"Superlative in every department. It is a picture the industry can be proud of."
—*WALTER BRECHER, Brecher Theatres*

DARRYL F. ZANUCK Productions, Inc. Presents **COMPULSION** Starring ORSON WELLES · DIANE VARSI · DEAN STOCKWELL · BRADFORD DILLMAN

co-starring E. G. MARSHALL · MARTIN MILNER · Produced by RICHARD D. ZANUCK · Directed by RICHARD FLEISCHER · Screenplay by RICHARD MURPHY · Based on the Novel by MEYER LEVIN

CINEMASCOPE
Released by 20th Century-Fox

THIS TIME WE DON'T HAVE TO TELL THE EXHIBITORS! THEY'RE TELLING US!

Brotherhood

(*Continued from page* 1)

accordingly that local Brotherhood Week be held any time up to the May 2-4 weekend.

"It seems to be pretty much the general feeling within the industry that if exhibitors had more time in which to conduct a Brotherhood Week campaign local prospects for a record observance this year would be considerably brightened," they said.

"The area chairmen feel that if the date of the observance of Brotherhood Week were set by exhibitors and distributors during a week most adaptable to local conditions, means will have been provided for attainment of this year's objective, namely, a new record.

Acted Following Conference

"After discussions with National Brotherhood of Christians and Jews officials, we agree with the field viewpoint. Hence, we have set the May 2-3-4- weekend as the deadline by which time all local Brotherhood Weeks will have been observed by the industry and by theatres specifically."

Set Brotherhood Week Program in Buffalo

Special to THE DAILY

BUFFALO, Feb. 9.—Arthur Krolick, AB-PT district manager, and William Dipson, Dipson circuit, co-exhibitor chairmen, and Michael A. Jusko, new manager of the Paramount exchange and distributor chairman, are lining up a big program of promotion for Brotherhood Week in the Buffalo area.

Arrangements have been made to put the message, "Support Brotherhood Week—Feb. 18-25." In the windows on the all glass side of the new Tishman building in Lafayette Square—one letter to a window. Posters with the same message will be used on all Niagara Frontier buses in western New York. Radio and TV stations are using spots and slides. Newspapers are carrying special stories. Displays are being used in theatre lobbies.

Michigan Allied Makes Film Truck Agreement

Special to THE DAILY

DETROIT, Feb. 9.—After a year of applications to the Public Service Commission, hearings and arbitration, Michigan Allied has finally announced an agreement also has been reached with Film Truck Service for a minimum of $1 per shipment.

Perhaps the most novel aspect of the new arrangement is, that in its effort to keep hauling costs down, Allied itself has sent its members a form, which if signed, authorizes Allied to consolidate shipments of film, trailers, packages and advertising materials on certain days. This applies only to Detroit.

Allied advises out-of-state exhibitors to move advertising material packages and trailers only when receiving features to avoid extra minimums.

Competition Vital: Freeman

(*Continued from page* 1)

eon in the Knickerbocker Hotel today.

Expressing full confidence in the future of motion pictures and echoing a comment he made to Russia's Mikoyan on the latter's recent visit to the studio that Hollywood is doing better with 300 features annually than it did formerly with 600, Freeman forecast a greater era ahead for theatrical motion pictures, since producers are more mindful today of quality and better product than quantity.

Freeman recalled the war years when people had no place to go, with rationing, etc., and the motion picture business boomed. "I couldn't make a bad picture then," Freeman stated. "Then came credit buying. The public became selective in its choice of entertainment with the advent of TV, which offered the same quality of motion pictures which the public could get for nothing in the home.

'Essential to Life'

"Entertainment is as essential to the life of the people as food or clothing, and the theatrical motion picture is its highest form. Television is next with its free or sponsored shows." (Freeman tossed an aside at the unfairness by many viewers who cut the sound on the sponsor's commercials as a gesture of ingratitude for a free show).

"Pay-as-you-see TV will not be here tomorrow," Freeman said, explaining that the cost of wiring is still too great a factor in establishing "cable theatre," and the politics being played by the major networks and theatres in preserving the airlines for free television has its influence for the present. "Of course, experiments will be conducted in the next year or two by pay-TV interest," he added.

The speaker called attention to the fact that Hollywood spends annually $300,000,000 for payroll and materials to make films, with less than four per cent of the returns being realized from the state of California, and stated that Hollywood will continue to be the entertainment capital of the world, with its trained technicians, artists, 150 producers, 700 writers, etc., that have freedom to create, and he added:

"Major studios will not cease to exist, despite dropping of formula pictures which heretofore absorbed studio overhead.

"Fifteen years ago no one in the industry could predict films surpassing a $15,000,000 gross today. There's no reason to make the kind of films that fail to click or make money.

"There are many fields still 'untouched' by motion pictures upon which the industry will thrive, such as educational, training and documentary films to be utilized by schools, libraries and other projects."

Speaks of 'Good and Bad People'

In his concluding remarks Freeman spoke of the good and bad people of the industry disturbed over its condemnation from time to time because of an act by some individual. "No other business is treated in this fashion, and we do not condone the bad acts of any individual in our industry," Freeman said.

Bob Newman, president of Telepix and head of the industrial division of the Hollywood Chamber of Commerce, introduced Freeman.

Among industry representatives spotted in the audience were Howard Strickling, Duke Wales, Loren Ryder, George Murphy, Carleton Hunt, O. W. Murray, Sidney Solow, Robert Riley, Herbert Steinberg and Max Firestein.

Owen, DeBerry

(*Continued from page* 1)

day. The second meeting will be held in Atlanta, next week, with subsequent conclaves to be scheduled for Buffalo, Boston, Cincinnati, Cleveland, Pittsburgh, Washington, Charlotte, Jacksonville, Memphis and New Orleans.

Participants in the Philadelphia meeting will include John G. Moore, Eastern division manager; Ulrik F. Smith, branch manager, and members of the branch sales and booking forces.

ACE Meeting Slated In Buffalo on March 2

Special to THE DAILY

BUFFALO, Feb. 9.—A meeting of Buffalo exchange area of the American Congress of Exhibitors has been called for Monday, March 2, in the Delaware Avenue clubrooms of the Variety club at 2 P.M. by co-chairmen George H. Mackenna, general manager, Basils' Lafayette, and Andrew Gibson, Dipson Theatres, Batavia. The co-chairmen urge all exhibitors to attend this meeting.

Zeo Will Expand Conn. Outdoor-Indoor Plant

Special to THE DAILY

PLAINFIELD, Conn., Feb. 9. — Parkway Theatres, Inc., headed by Nicholas Zeo, Sr., now owner of Edward L. Lord's Indoor-Outdoor Theatre here, has purchased 55 acres adjacent to the operation as part of a long-range expansion program.

As a feature of the expanded operation, Zeo will present indoor and outdoor acts, including circus entertainers, name bands and wrestling shows. Donat Blain, of Willimantic, Conn., has been engaged as resident manager.

'South Pacific' to Bow At Strand in Hartford

Special to THE DAILY

HARTFORD, Feb. 9.—Magna Theatre Corporation's "South Pacific" has its Connecticut premiere tomorrow night at the Stanley Warner Strand, Hartford, with opening night proceeds earmarked for local charities.

REVIEW:

Alaska Passage

Assoc. Prods.—20th-Fox

HARTFORD,

Significant in that it is th
attraction bearing the Associat
ductions, Inc. banner, "Alasl
sage" moves resolutely aheac
telling a fairly routine story. P
by Bernard Glasser and writ
directed by Edward Bernds (
whom know what can be be
with modest budgets and earn
pians), the Regalscope lensing
was used with craftsmanship
known performer, perhaps,
Williams.

Williams essays the role of
ing boss, supervising a route
mote Tanana Crossing to Fa
the latter in terms of Alaskan
tion status a fair-sized me
Matters get going more fo
when his silent partner, Lesli
ley, attempts to ascertain
facets of Williams' *modus o*
and, in keeping with umpte
treatments, the newcomer's w
this instance Lyn Thomas),
time Williams' one-and-onl
friend, comes along to taunt th
working sweating trucker.

Nora Hayden, another lissor
ly, who attracts Williams, ev
winds up with that worthy, w
evil-minded Miss Thomas g
come-uppance in the guise of
way smashup. The title, of co
topical exploitation value.
Running time, 71 minutes.
classification. Release, in Febr
A

Film in Kansas

(*Continued from page* 1

the picture was being shown
censor group's offices in Kans
Kan.

Judge O. Q. Claflin III
Wyandotte County District C
torneys for Capital Enterpris
distributors of the film, and
Hoggman, an assistant Kansa
ney general, joined the thre
bers of the review board in
the film.

Childbirth Scene the Iss

The principal issue in the
a board order that childbirth
in the picture be deleted. J
derson, Kansas attorney gen
cently ruled that the board
can delete only scenes that
scene.

House Judiciary G To View 'Al Capon

From THE DAILY Burea

WASHINGTON, Feb. 9.
Rivkin, Allied Artists execut
arranged for a special scre
"Al Capone," an AA film star
Steiger. This will be held t
night for members of the H
diciary Committee, at the Mo
ture Association's screening
Washington, D. C., precede
cocktail party and buffet supp

Invitations to the affair h
been extended to many newspa
including syndicated writers.

mpromise

(Continued from page 1)

ective and that proposed by the ssion, a trial of subscription on system or systems can be d for upon a realistic and mean- basis–without endangering our evision system."

ermed 'Too Restrictive'

fer said he felt that the Harris "too restrictive" in the limits it et on toll TV testing. However, , the bill did indicate " a dis- to obtain some meaningful tion in lieu of the interminable dless theoretical debates which en going on now for nearly sev- rs."

FCC chairman once again d the FCC would not act on , unless Congress orders to the , before the end of the current

e Group Approves

Continued from page 1)

ate Finance Committee last nd is likely to run into the ouble this year. Senate Finance tee chairman Byrd (D., Va.) Administration opposed the cause of the resultant large loss.

$2,500 Limit Set

r the bill, any self employed could deduct from his taxable up to 10 per cent of his self ment earnings, up to a ceiling 0 a year, provided he put the into certain specified types of nt plans. He could do this o 20 years. Tax would not be this income when it was but only later when the in- retires and starts getting his back. Then, of course, he probably be in a lower tax

nas Pappas Named

Continued from page 1)

list, Pappas is president of the as Company, Inc., importers orters. In addition, the new member is a director of the Shipping Corp., Warren In- for Savings, Plymouth Insur- , Eastern Gas and Fuel Asso- nd Security Trust Associates.

E Local Elects

ELAND, Feb. 9.–Local F-5, has reelected all officers for ar term, 1959-1960. They are: t, Edward Graves; vice-presi- rthur Engelbert; secretary- , Grace Dolphin. The board tors consists of Betty Bluffe- rthur Engelbert, Joe Davidson, ik, Katherin Corich and Ed- aves.

e L. Harmon, 67

YWOOD, Feb. 9.–Wayne L. 67, head electrician of Co- ictures for 30 years before his tirement, died. He was a na- Columbus, O.

Minnelli, Capra, Scheuer Win SDG Annual Awards

From THE DAILY Bureau

HOLLYWOOD, Feb. 9. – Vincente Minnelli, Frank Capra and Philip Scheuer shared top honors at the Screen Directors Guild annual award banquet Saturday night at the Beverly Hilton hotel. More than 2,000 members of the guild, industry executives and star personalities attended.

Echoing the recent honor accorded Arthur Freed by the Screen Producers Guild for his production of "Gigi," Vincente Minnelli similarly received the plaudits of his guild with the Grand Award for his direction of this musical.

Griffith Award to Capra

Frank Capra received the D. W. Griffith Award for creative achievement in the film industry, which was presented by George Sidney, SDG president.

Philip K. Scheuer, motion picture editor of the Los Angeles Times, received the Guild's annual Critics Award for "outstanding critical appraisal in the field of motion pictures." Presentation was made by Dick Powell.

A special award was given Hollywood columnist Louella Parsons for her "loyalty, devotion and many contributions to the motion picture industry." Mervyn LeRoy made the presentation.

Gates of Paris Winner

French composer Georges Auric accepted for Rene Clair the Guild's first award for the best directed non-English speaking film, "Gates of Paris."

Richard Bare received an award for the best directed television film, "All Our Yesterdays," a Warner Bros. segment of the "77 Sunset Strip" series. Claude Binyon, Jr., his assistant director was also honored.

SMPTE's Committee Chairmen Are Named

The Society of Motion Picture and Television Engineers has made the following committee appointments for this year:

Barton Kreuzer, past president of the organization, is the new chairman of the nominating committee and the fellow award committee. Kreuzer is marketing manager, Astro-Electronics Products, Princeton, N. J.

Wilton R. Holm, SMPTE secretary, has been designated chairman of the committee for revision of the constitution, by-laws and administrative practices. Holm is associated with the photo products department, E. I. duPont de Nemours & Co., Parlin, N.J.

Heads Progress Group

Deane R. White, research laboratory director, photo products department E. I. duPont de Nemours & Co., Parlin, N.J., was named SMPTE progress medal committee chairman.

John B. McCullough, director of the technical services department, Motion Picture Association of America, Inc., heads the historical and museum committee.

Edgar A. Schuller, a motion picture sound recordist at DeLuxe Laboratories, has been designated chairman of the East Coast subcommittee for the education of sound technicians.

James W. Kaylor, chief engineer, Movielab Film Labs., has been appointed chairman of the East Coast subcommittee for the education of laboratory technicians.

Pierre Mertz of Lido, Long Beach, N. Y., will be chairman of the board of editors.

Television Today

Coast Demonstration Of Videotape Slated

From THE DAILY Bureau

HOLLYWOOD, Feb. 9.–Ampex Corp., in cooperation with Desilu Productions, Inc., will present an invitational three-day videotape recording demonstration for the entertainment industry on Stage 6 at Desilu's Motion Picture Center Studios beginning Wednesday.

An integral part of the demonstration will be the first formal introduction of the Ampex Videotape Cruiser, a self-contained mobile Videotape recording unit designed to permit wider flexibility in production of television programming.

Each an Hour in Length

Four hour-long demonstrations, jointly produced by Desilu and Ampex to show effectiveness and versatility of the VTR and its potentiality to film producers, will be held daily during the three-day session.

Bosustow to Appear On Second 'Tactic' Show

Stephen Bosustow, president of UPA Pictures, and creator of the "Mr. Magoo" animated cartoons, will appear with that near-sighted character on the second program in the "Tactic" series of television programs on cancer control, this one to be telecast Feb. 17 over NBC-TV network facilities to eductional stations.

Also appearing will be Jim Backus, who supplies the voice of "Mr. Magoo," and songwriters Hy Zaret and Lou Singer. The guests will demonstrate, through the techniques of their particular fields, how they would dramatize facts about cancer.

Disney to Introduce Another American Hero

Walt Disney's first new television project for 1959-60 will be the introduction of another American hero, General Francis Marion, "The Swamp Fox," to his ABC-TV live-action series, "Walt Disney Presents."

Lewis Foster has been signed to write the teleplays for the Marion stories, which have been in preparation for three years.

Olivier to Narrate Series on Churchill Book

Laurence Olivier will narrate a new series of hour-long productions based on Sir Winston Churchill's "A History of the English Speaking Peoples," it was announced by Milton A. Gordon, president of Galaxy Attractions, Inc., which will co-produce the series with Towers of London, Ltd.

Five titles for individual programs have already been selected. They are "The Birth of Britain," "The New World," "The Age of Revolution," "The Great Democracies," and "Man of History." Sir William Walton, British conductor-composer, is creating an original score, to be played by the London Symphony Orchestra.

Producer of the series will be Harry Alan Towers, with filming scheduled to begin next month. A.B.C. Television Ltd. of London will distribute the series in the Eastern Hemisphere, and Galaxy in the Western.

TBSC Plans $2,000,000 Radio, TV Center

Special to THE DAILY

HARTFORD, Feb. 9.–Travelers Broadcasting Service Corp., owner of WTIC-AM-FM and TV here, is planning a $2,000,000 radio and television center in the East Side Redevelopment Area. Construction will start this fall, with occupancy anticipated for a year later.

WTIC-Radio is affiliated with NBC, while WTIC-TV carries CBS programming. Present station facilities are maintained on the sixth floor of the home office building of Travelers Insurance Companies, of which the broadcasting firm is a subsidiary.

Edwards Narrator

ST. LOUIS, Feb. 9.–The American Cancer Society has announced that a dramatization of the highlights of the American Cancer Society's fight against cancer was narrated here by Ralph Edwards, nationally known for his TV program, "This Is Your Life." Edwards' appearance concluded a one-day Crusade session of some 700 cancer control leaders meeting at the Sheraton-Jefferson Hotel Saturday in preparation for the Society's April drive for funds. All of the 49 states and the District of Columbia will be represented.

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All Three Are Yours At NO Extra Cost
WHEN YOU NEED
SPECIAL TRAILERS
1327 So. Wabash Chicago 5.
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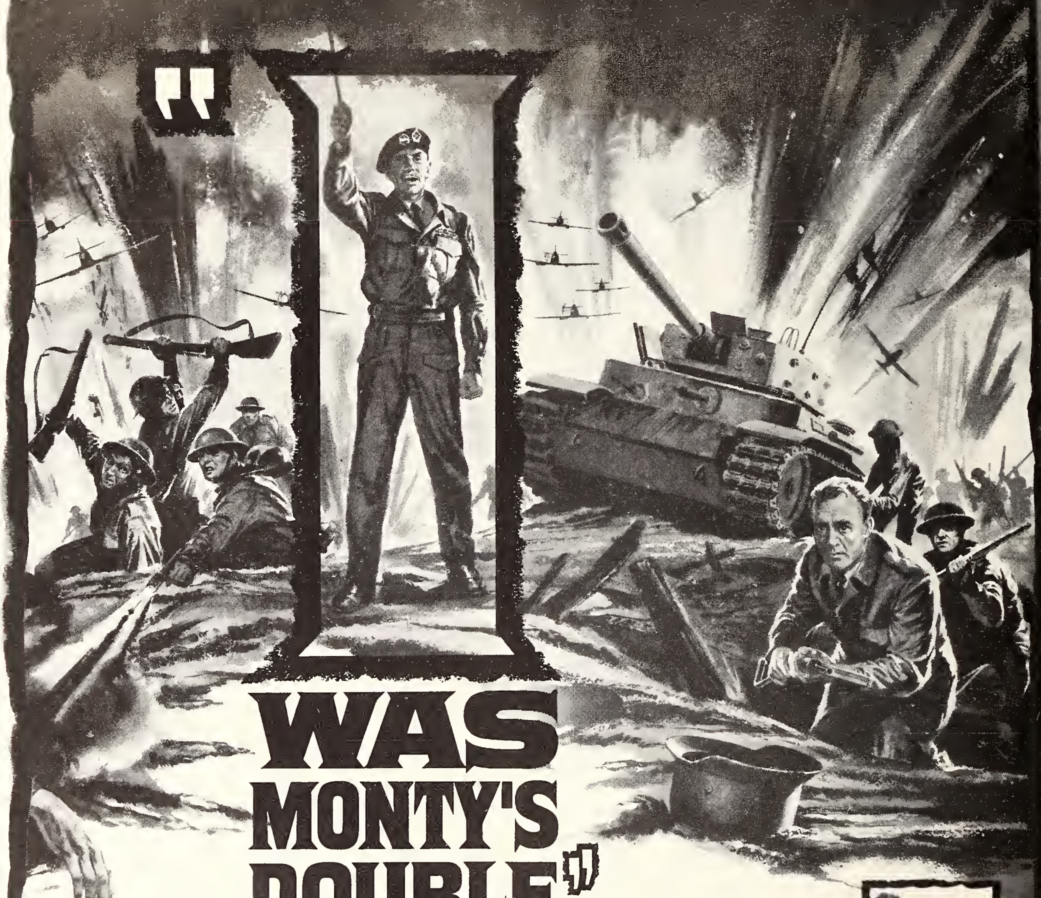
THE MEN WHO WON THE WAR!

THE MOTION PICTURE BEYOND THE ORDINARY TO WIN EXTRAORDINARY ACCLAIM!



"I WAS MONTY'S DOUBLE"

The fierce and fantastic stranger-than-fiction adventure that turned the tide in World War II's tumultuous battle history!

VARIETY says:
"Excellent!
One of the
most remarkable
stories of the
war to come
to the screen!
Convincing
and compelling!"

**"PICTURE OF
THE MONTH!"**
American Legion
Magazine

...and in history's hugest hoax she was the neatest trick!

starring CLIFTON JAMES and JOHN MILLS and a cast of thousands! An NTA Pictures Release

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All
ıe News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

35, NO. 28 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 11, 1959 TEN CENTS

t March 2

)A to Seek ›ser Liaison th Affiliates

Conference for ıssion of Problems

dents and secretaries of the 24 nd regional units of Theatre : of America have been in- ›y national president George asotes to join with him at a luncheon at the Mayflower n Washington, D.C., on Mon- arch 2, to map a program of of national and state problems. es has asked the unit heads : for a round table conference e officers and staff of T.O.A. ıss mutual problems, and ef- ›ser liaison among units and e national office.

luncheon and conference will l during a free period in the e of the mid-Winter board of s and executive committee ; which will run Sunday, Mon-

(*Continued on page* 7)

sotes Hails Fox ›ophonic Decision

lecision of Twentieth Century- again make prints available ereophonic sound was hailed ıy by George G. Kerasotes, ıt of Theatre Owners of Ameri- "forward step for our indus-

letter to Spyros P. Skouras, x president, Kerasotes congrat- ıim on the decision and offered

(*Continued on page* 8)

hams to Succeed linn Post at AA

'rom THE DAILY Bureau

LYWOOD, Feb. 10.—Sanford ' Abrahams, associated with Artists for the past nine years, cently as assistant to John C. director of advertising-pub- ›ill succeed Flinn in that post,

(*Continued on page* 2)

ISION TODAY—page 6

Jurow and Shepherd Two Producers Who Want to 'Get to Know' Exhibitors

By WARREN G. HARRIS

Martin Jurow and Richard Shepherd, both newcomers to the ranks of motion picture producers, remarked here yesterday that they've already noted a barrier between production and exhibition.

In the general course of business, Shepherd said, a shoe manufacturer keeps in constant contact with shoe stores. Why can't the same thing apply to motion picture producers and theatre owners? Although new at the game of production—their "The Hanging Tree" is just going into release via Warner Bros. — Shepherd and

(*Continued on page* 7)

Committees to Put ACE Program in Motion

Arrangements for activating much of the American Congress of Exhibitors' program are scheduled to be made today when approximately 60 members of every committee charged with some phase of the program meet at the Hotel Astor here.

The committees on activities in-

(*Continued on page* 7)

Exhibitor Chairmen Set For Brotherhood Week

Appointment of area exhibitor chairmen and co-chairmen for Brotherhood Week was announced here yesterday by Edward L. Hyman, national exhibitor chairman.

Together with area distributor chair-

(*Continued on page* 8)

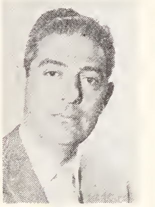
MCA to Modernize Former U-I Studios

From THE DAILY Bureau

HOLLYWOOD, Feb. 10.—The Music Corp. of America, which formally took over the Universal-International studios yesterday, has announced plans for extensive modernization of the

(*Continued on page* 8)

Plitt Named Head Of ABC Films, Inc.



Henry G. Plitt

The appointment of Henry G. Plitt as president of ABC Films, Inc., a subsidiary of American Broadcasting-Paramount Theatres was announced yesterday by Leonard H. Goldenson, AB-PT president.

Plitt, who for the past four years has been president of Paramount Gulf Theatres, also an AB-PT subsidiary, will assume his new post immediately. He will make his headquarters in New York.

ABC Films is the TV syndication

(*Continued on page* 7)

EDITORIAL

The New York Censor Bills

By Sherwin Kane

THE theatre licensing bills being sponsored in the New York Legislature by Assemblyman Joseph R. Younglove's joint legislative committee on offensive and obscene material would appear, from descriptions of the measures provided by the committee's counsel, James A. Fitzpatrick, to add nothing to existing law except what is termed a "nominal" licensing fee of $10 for theatres from the Board of Regents' motion picture division.

Even that is a duplication of theatre licensing by perhaps every municipality in the state.

But the licensing provision is the key to whatever new restraints the authors of the proposed legislation may hope to impose upon New York

(*Continued on page* 2)

'Not Needed'

Exhibitors Hit Proposed N.Y. Licensing Bills

Is Called 'Censorship By Indirection'; To Be Fought

New York exhibitor associations and individual exhibitors reacted spiritedly yesterday to the announcement by the state Joint Legislative Committee studying the publication and dissemination of offensive and obscene material that it is introducing three new bills in the state legislature designed to give greater control over screen fare and advertising to the state censor.

Sen. Harold A. Jerry, Republican of Elmira, introduced the licensing bills yesterday. They provide for a $10 license fee for theatres from the Board of Regents' motion picture division.

Officials of both the Independent Theatre Owners Ass'n. of New York and Metropolitan Motion Picture Theatres Ass'n. said that until they receive copies of the proposed legislation and had had an opportunity to study them they would delay issuance

(*Continued on page* 2)

MPA Circulates 'Fact Sheet' on Censorship

The Motion Picture Association has prepared a "fact sheet" on censorship which it is circulating to the press throughout the country and also to key exhibitors for use in their immediate areas.

The sheet is described by the MPA as "another step in the Association's concerted effort to bring the widest

(*Continued on page* 2)

Projection Dispute Settled at Albany

Special to THE DAILY

ALBANY, Feb. 10.—An agreement is slated to be signed, effective Feb. 27, providing for a readjustment of wages and working conditions for projectionists in the one Fabian and four Stanley Warner theatres here. Negotiations had been conducted for six months. Recently Fabian's Palace and Stanley Warner's Strand had adver-

(*Continued on page* 7)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY**, his assistant, are in Salt Lake City from New York.

•

BRUCE EELLS, executive vice-president of United Artists Television, left New York last night for Los Angeles.

•

HAROLD GOLDMAN, president of NTA International, will leave New York today on a business trip to Puerto Rico.

•

LESLIE OLIVER, Technicolor, Ltd., executive, will leave New York today for Hollywood.

•

MATT SAUNDERS, of Loew's Poli Theatre, Bridgeport, Conn., has returned there following a period at at Hartford Hospital.

•

VYVYAN DONNER, fashion editor and commentator for Fox Movietonews, is in Miami from New York.

•

GLENN FORD will leave New York aboard the "Queen Elizabeth" today for Europe.

•

HARRY ALLAN TOWERS, British independent producer, will arrive in New York from London today via B.O.A.C.

Abrahams to Succeed

(Continued from page 1)

it was announced tonight by Steve Broidy, AA president. Flinn on March 6 will take over his new position as studio publicity chief for Columbia Pictures.

Abrahams, prior to his association with Allied Artists, was engaged in advertising and publicity work at Warner Brothers.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience!
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

EDITORIAL

(CONTINUED FROM PAGE 1)

theatres. The licenses could be suspended or revoked for specified infractions, including the exhibition of unlicensed films or the use of advertising held to be violative of standards set forth in one of the proposed bills.

In addition to prohibiting the use of advertising material that is "obscene, indecent, immoral or disgusting, or of such a character that its exhibition would tend to corrupt morals or incite to crime." the proposed bill would prohibit advertising of anything not specifically contained in the picture, including scenes or dialogue eliminated by the state censor.

For the most part, existing criminal laws prohibit the use on screen or in advertising of obscene material, the only basis for censorship which the U. S. Supreme Court has permitted to stand.

•

As for advertising that implies there is something in a motion picture that actually is not there, this is more a matter for a local better business bureau than for state legislation. It is poor business, to begin with, to delude one's customers and, if repeated, the business man—whether exhibitor or merchant—will be the ultimate loser. Fundamentally, though, it is no different from the extravagant claims made on television and in printed ads for the claimed therapeutic properties of various mouth washes, hair tonics and the like.

It is difficult to see what the committee's proposed bills could accomplish that existing laws could not. The need for additional legislation has not been demonstrated.

It strikes us as unwise and unneeded, another attempt to strengthen censorship's control of the screen at a time when the motion picture is pressing its fight for complete freedom from prior restraint, to which the Supreme Court has held it is entitled and which extends to all other communications media.

If this legislation is passed, it should be vetoed. If not vetoed, it should be contested up to the Supreme Court, which already has ruled on legislation of the kind.

Some Studio Unions Balk At New Basic Pact Term

From THE DAILY Bureau

HOLLYWOOD, Feb. 10. – The new two-year studio basic agreement, covering all IATSE unions and guilds here, concluded Jan. 30 after weeks of negotiations, is running into difficulties with the individual labor organizations.

Sound Technicians, Local 695, has voted to reject the contract. Set Painters, Local 729, has refused to ratify it. The IATSE Publicists Guild is expressing dissatisfaction.

Most dissenters want double the 15 cents an hour increase granted in the new contract. However, producers are expected to remain firm, insisting upon adherence to the agreement reached in the prolonged negotiations with IATSE president Richard Walsh and other union officials.

'Live' Gross $300,000

"I Want to Live!" has grossed approximately $300,000 during its week's engagement at 28 New York RKO Theatres, which ended yesterday, it was announced by United Artists. Receipts registered by the Figaro, Inc., film over the seven-day period are among the biggest ever taken in by the local RKO chain during a comparable period, it was stated.

MPA Circulates

(Continued from page 1)

possible attention to the evils of censorship in any of its forms."

Eleven points are covered in the release, including a definition of the difference between censorship that is prior restraint and that which is post restraint; a list of cities and states that still censor films; and the ruling of the U.S. Supreme Court that the motion picture is entitled to the same guarantees of freedom as other media of the press.

The bulletin also points out that the industry has voluntarily adopted a Production Code "which applies standards of decency to films." It calls the effects of censorship as two: it usurps the private rights of the many by turning them over to the few and it undermines democracy because it historically moves from one area to another and endangers all freedoms.

The bulletin also attacks the current efforts of censors to extend their authority to classify motion pictures for adults only.

Exhibitors

(Continued from page 1)

of an official statement. Howe
individuals, all metropolitan t
men contacted yesterday voiced
ed opposition to the committee'
as described in MOTION P
DAILY yesterday.

An ITOA spokesman said, "W
tainly are opposed to any add
licensing of theatres, particula
the purpose of increasing censor
our screens and advertising ma
as these bills are intended to d
most certainly will be represen
the public hearing to be held h
Feb. 26 and will so state at that

An MMPTA official said, "Al
it is too early to make a formal
ment, there can be no doubt ab
being squarely opposed to meas
this kind. Our opposition to cen
is well known. These measures
appear to be designed to attemp
by indirection – the use of rev
licenses—what the Supreme Co
held censor boards cannot do d
which is to use prior restraint f
reason except obscenity. And
case of the latter, every state a
already has criminal laws f
prosecution of offenders, so ne
of this kind are not needed."

'Already on the Books'

Reactions of individual ex
were similar.

"Either advertising or film
that is obscene is punishable b
laws already on the books," one
nent metropolitan exhibitor
"There is nothing to indicate t
present laws are inadequate.
sponsible exhibitor will delibera
fend his patrons. If the other
exhibitor does, we'd all like to
prosecuted under the existing
laws. Can you remember how
has been since an established
operator was prosecuted in this
putting on an obscene film or a
ing one obscenely?

"By and large, the exhibit
only of this state, but of the
country have a very good recor
respect," he said.

To Tour for 'Jame

Rufus Blair, press representa
Bob Hopes' new comedy, "Ali
James," today starts a 27-city, s
promotion tour in behalf of the
Artists release. Blair, a season
publicity man, will plant spe
tures and photo material with
in each of these cities.

No Paper Tomorrow

**MOTION PICTURE DAI
not be published tomorrow, L
Birthday, a legal holiday.**

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington. J. A. Otten, National Press Clu
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

M-G-M's "THE MATING GAME" IS THE BIG COMEDY OF 1959!

Watch for the Laugh Previews!

In 31 Exchange Cities, M-G-M is inviting exhibitors, press, radio and TV representatives to Theatre Previews to see the smash comedy based on the Best-Seller that rollicked two continents. It's the biggest laugh-getter since "Don't Go Near The Water"!

Debbie sings title song on MGM Records.
"Best since 'Tammy'!"—N.Y. Journal-American

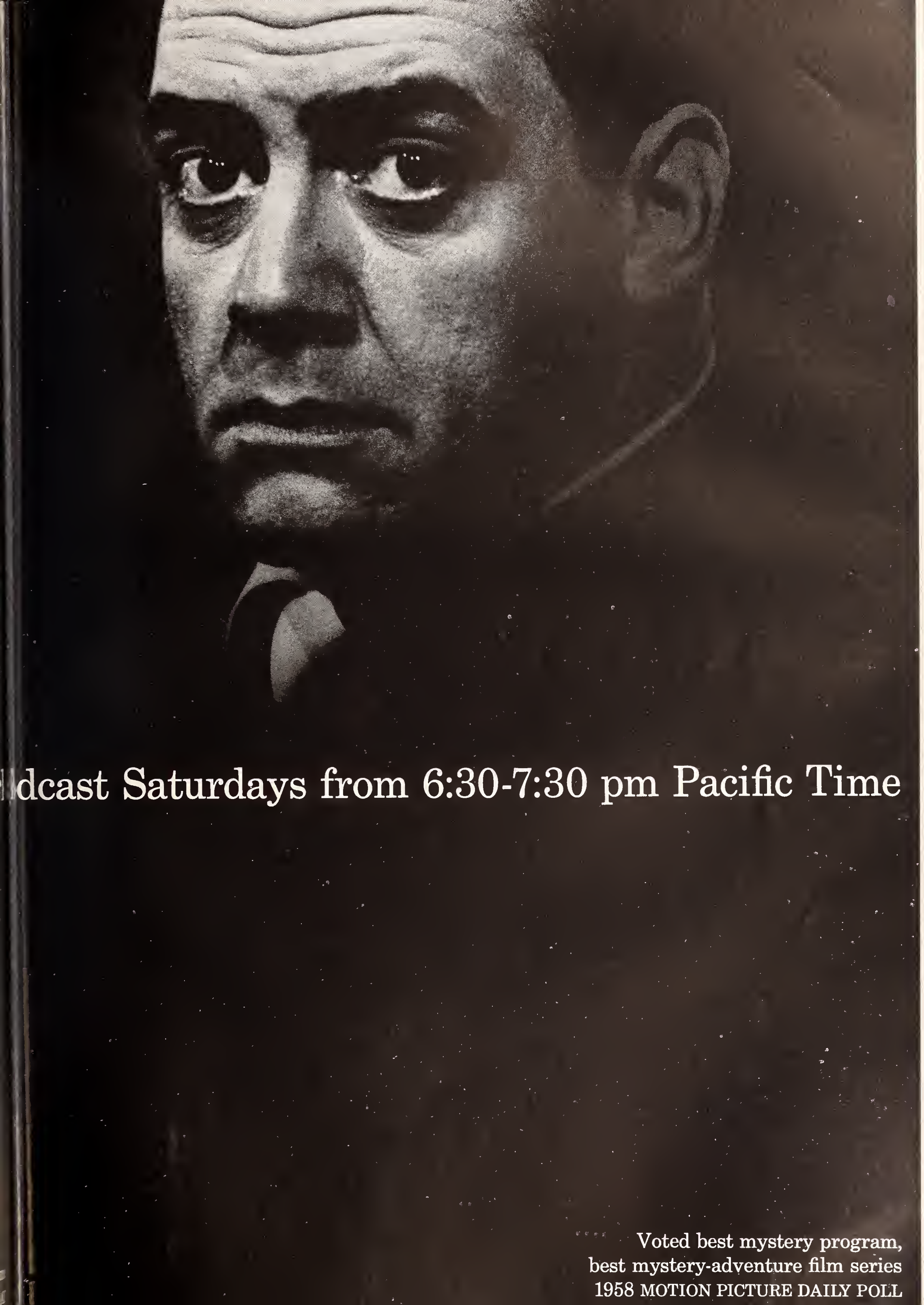
★

M-G-M presents
DEBBIE REYNOLDS · TONY RANDALL · PAUL DOUGLAS
in
The MATING GAME
co-starring **FRED CLARK** with **UNA MERKEL**
Screen Play by **WILLIAM ROBERTS** • From the Novel "THE DARLING BUDS OF MAY" by H. E. BATES
in **CinemaScope** and **METROCOLOR**
Directed by **GEORGE MARSHALL**
Produced by **PHILIP BARRY, JR.**

YOU CAN BANK ON M·G·M

PERRY MASON on the CBS Television Network

Voted best filmed
1958 RADIO-TELEVISION DAIL



dcast Saturdays from 6:30-7:30 pm Pacific Time

Voted best mystery program,
best mystery-adventure film series
1958 MOTION PICTURE DAILY POLL

Television Today

Who's Where

Walter D. Scott, an executive with more than 20 years' service with the National Broadcasting Co., has been elected executive vice-president of the NBC Television Network. Four other executive promotions within the company's ranks have also been announced. They are: **Don Durgin** to vice-president, television network sales; **James A. Stabile** to vice-president, talent and program contract administration; **Albert L. Capstaff** to vice-president, radio network programs; **George A. Graham, Jr.,** to vice-president, sales planning, radio network.

☐

Gordon F. Hayes, formerly vice-president of CBS Radio in charge of spot sales, has been appointed national manager of affiliate relations, CBS Television Network. Also at CBS-TV, **Donald E. Clancy,** currently business manager of affiliate relations, was named administrative manager.

☐

Richard E. Duggan, formerly in a sales administrative capacity with CBS-Radio and NBC-TV, New York, has joined radio station WMMM, Westport, Conn., as a sales representative.

☐

Richard H. Low has been named to the newly created post of director of contracts—facilities and program sales, for the CBS Television Network.

☐

Billy James, formerly promotion director of Guild Films, has been appointed director of advertising and publicity for Flamingo Telefilm Sales. James will also be responsible for servicing TV stations with promotion aids.

☐

G. Edward Hamilton has been promoted to director of engineering operations for the American Broadcasting Co. Formerly chief engineer for WABC-TV here, he succeeds **W. H. Trevarthen,** newly elected ABC vice-president in charge of production services.

☐

Arthur Stolnitz, who for the past six years has been with the legal department of the William Morris agency, has joined Ziv Television Programs in the business affairs department.

Hildegarde to Appear

Hildegarde, internationally known chanteuse, will fly to New York between her Dallas and Kansas City supper club engagements to appear on the Patti Page TV program on Monday, Feb. 23. This marks her fifth appearance on major network shows in five months.

NBC, Armed Forces Sign New Agreement

An estimated total of 2,500 hours of live NBC Television Network programming will be made available, through direct recording by the Armed Forces, for rebroadcast on television stations at U.S. military outposts during the coming year under the terms of a new agreement extending the present contract between the National Broadcasting Company and the Office of Armed Forces Information and Education.

Announcement of the agreement was made jointly yesterday by Brig. Gen. Sidney F. Giffin, USAF, director of the Office of Armed Forces Information and Education, and Robert L. Stone, vice-president, Facilities Operations for NBC.

The new agreement continues NBC-TV's policy of supplying its best programming to the Armed Forces. It means that kinescope recordings of such popular shows as "The Perry Como Show," "The Steve Allen Show" and "The Dinah Shore Chevy Show" will be available for distribution to Armed Forces television stations overseas immediately after each national telecast.

Sid Caesar to Produce With Screen Gems

From THE DAILY Bureau

HOLLYWOOD, Feb. 10.—Comedian Sid Caesar is entering the field of TV film production with his own company, The ShellricK Corporation, in association with Screen Gems, Inc.

Caesar's new show, "It's a Living," was created by William Sackheim and Arthur Orloff. The ShellricK Corporation's executive producer, Hal Janis, and attorney Richard Wincor; Ray Sackheim, representing the creators; Ralph Cohn, president, and Irving Briskin, studio head of the Columbia Pictures TV subsidiary, have just concluded the negotiations.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE 31st annual Oscar Awards from Hollywood will be NBColorcast Mon., April 6 (10:30 P.M.-12:15 A.M.) with Jerry Wald the producer. Program will also be heard via NBC radio with 52 stars participating in the festivities. Added to the original list of notables appearing in the show are James Garner, Stewart Grainger, Sophia Loren, Peter Ustinov, Gene Kelly, Glenn Ford and Jerry Lewis. . . . Starring Lee Phillips, the "Ellery Queen" series moves to N.Y. from the coast and will be seen TVia NBC starting Friday, Feb. 27 (8:00-9:00 P.M. slot) with Alan Neuman, producer. . . . Hailed by many as the most successful TVenture in education, the "NBContinental Classroom" seen Mondays thru Fridays from 6:30 to 7:00 ayem over 150 stations offers full academic credit through 271 colleges and universities. . . . MGM-TV will shoot a pilot of a new situation-comedy series, "You're Only Young Once" next month starring Dean Jones. Ed Jurist will produce a Desilu telefilm program, "You're Only Young Twice." (aside to George Shupert and Desi Arnaz; there won't be any comedy to this situation unless one of the titles is changed.) . . . Julia Meade will make her motion picture debut in Universal's "Whatever Way the Wind Blows," co-starring Doris Day and Rock Hunter which starts to roll next month. . . .

☆ ☆ ☆

A new CBSuspense telefilm series, "Crisis," packaged by MCA-TV and starring Ray Milland as lawyer-investigator, will bow into the Saturday night (10:30-11:00 P.M.) sked April 25 with Schlitz Beer, sponsoring. . . . Less than three months at KCBQ and already listeners in San Diego, Cal. are talking about and applauding the new hard-hitting, crusading newscaster, Jonathon Kirby. . . . Barney Martin and Artie Roberts will present at the next annual humor conference and clinic to be held April 1-4 in New York, their reasons for presenting to Congress a proposal that it create a "National Academy of Humor." (Don't laff. The world today can use more Humor and less Rumor and Tumor.) . . . Bill James, formerly with Guild Films, has joined Flamingo Telefilm Sales, Inc. as director of advertising and publicity. . . . Henny Youngman's new film company has signed Hermione Gingold and Bob Paige for the initial flicker, "Three's A Crowd." . . . Another TV'er, Merv (Play Your Hunch) Griffin, may soon trek to the coast for a three-picture deal with Paramount. . . .

WCBS Spot Business In January Boom

**WCBS-TV's January spo
(national plus local) ran 36.8
over January 1958, one of t
monthly increases in the sta
tory, it was announced by
Shakespeare, Jr., the station'
manager.**

**The business boom exten
erally throughout all the stat
areas—station breaks, parti
and program sales. It is the
ment's belief, Shakespeare
this huge gain indicates 195
a boom year for spot telev
tionally since such trends
foreshadowed by New York**

Sillerman Heads NTA Sales Divisio

Michael S

The formation of NTA
Sales Division, with Michael
man as president, was a
yesterday by Oliver A. Unger, president of National Telefilm Associates, Inc. In addition, Unger reported that NTA had entered into a long-term agreement with Jack J. Gross and Philip N. Krasne, heads of Gross-Krasne, Inc. by which all G-K
program properties will be di
by National Telefilm Associ

The new NTA Program Sa
sion, which Sillerman is to h
be responsible for sales and
tion throughout the Unite
on national, regional and lo
of all programs created speci
television, whether film, t
"live." Sillerman up till now
president of Gross-Krasne-S
Inc., distribution arm of
Krasne, Inc. Prior to that he
ecutive vice-president and sa
of Television Programs of A

Five Series Schedule

Among the Gross-Krasne s
will become part of NTA's c
of half-hour programs are "
non," starring Thomas Mitch
Hawk," "African Patrol,"
Doctor," the "Fate" antholog
and a new action series, go
production shortly.

Peggy Lee Signed For Hour-Long M

Peggy Lee has been signe
Benny Goodman and his band
Fitzgerald in the all-star li
"Swing Into Spring," the se
nual musical special spons
Texaco, Friday, April 10 (9:
P.M., EST), on the CBS T
Network.

t Named

ontinued from page 1)

AB-PT which has produced
ws as "26 Men," "People's
"Adventures of Jim Bowie"
ena." The subsidiary is plan-
band in the world market and
epresentatives in all major

ined United Paramount Thea-
which the American Broad-
ompany merged in 1953 to
PT, in 1946 as district man-
hio, West Virginia and Ken-
here he started his program-
ivities by putting on stage
the district's theatres.

New Orleans in 1949

9 he was moved to New Or-
l promoted to division man-
he then Paramount-Richards
amount Gulf) Theatres. Two
r he was made vice-president
ulf chain, and on Dec. 31,
promoted to president.

ittees for ACE

ontinued from page 1)

t on producer-exhibitor-dis-
elations which is expected to
rrangements for conferences
r company officials on mu-
lems. On the committee are
dams, Irving Dollinger, Jack
en Marcus, Eugene Picker
el Rinzler.

TV Group Included

l TV committee is comprised
e Kerasotes, Albert Pickus,
arling, Arnold Childhouse,
rra and Wilbur Snaper. On
ittee on industry-government
are Sol Schwartz, Emanuel
Edward Arthur, Edward
Nat Lapkin, Arthur Lock-
mner Redstone, Sol Straus-
ry Hendel and Jay Solomon.
mmittee on industry research
Max Cohen, James Coston,
merling, Harry Mandel, Ted
ed Manos, Julius Sanders,
Fine, Gerald Shea, Raymond
d Sidney Stern. On the com-
post-1948 films on TV are
Forman, Harry C. Arthur,
Friedman, Leslie Schwartz
yer Schine. On the commit-
rease motion picture produc-
S. H. Fabian, R. J. O'Don-
s Coston, Ned Depinet, Her-
n, Sam Pinanski, Sidney
Sam Rosen, Rube Shor, Wil-
dman, Edward Lider and
kouras.

et All Day Yesterday

CE executive committee, of
abian is chairman, met all
erday and had issued no
on its deliberations at a

CEPHALON FOR RENT!
to dependable gent,
ts galore,
a bit more
PROFIT as intent!
on—Publicity—Public Relations—
IDEARAMAS
tion Picture Daily, 1270 Sixth Ave.
New York 20, N. Y.

TOA to Seek Affiliates-Link

(*Continued from page* 1)

day and Tuesday, March 1, 2 and 3, at the Mayflower Hotel.

Topping the agenda will be discussions on means of strengthening the exchange area committees for the American Congress of Exhibitors, and T.O.A.'s national campaigns to ban pay-TV by Congressional legislation, to have military post theatres play films after neighboring commercial theatres, and guard against extension of any national minimum wage legislation to the theatre industry.

Four Subjects for Consideration

From the state and regional units are expected to come proposals to coordinate and exchange information on local censorship, minimum wage, daylight time, and local taxation.

Kerasotes said invitations had gone to the following presidents:

Richard M. Kennedy, Alabama Theatres Association; J. Fred Brown, Independent Theatre Owners of Arkansas; Lloyd Royal, Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee; Irving Levin, Northern California Theatre Association; Sam L. Irving, Theatre Owners of North and South Carolina; Pat McGee, Colorado Association of Theatre Owners; George H. Wilkinson, Jr., Motion Picture Theatre Owners of Connecticut; Arnold Haynes, Motion Picture Exhibitors of Florida.

Also J. H. Thompson, Motion Picture Theatre Owners and Operators of Georgia; Russell Lamb, United Theatre Owners of Illinois; M. B. Smith, Kansas-Missouri Theatre Association; Martin J. Mullin, Allied Theatres of New England; Eddie Clark, Missouri-Illinois Theatre Owners; Sam L. Gillette, Mountain States Theatres Association; Clarence Golder, Montana Theatre Association.

Canadians Invited

Also R. R. Livingston, Nebraska Theatre Association; Maury Miller, New Jersey Chapter of T.O.A.; Ed Kidwell, New Mexico Theatre Association; Al Forman, Oregon Theatre Owners Association; Edward M. Fay, Theatre Owners of Rhode Island; Robert Hosse, Tennessee Theatre Owners Association; Joseph Strauss, Theatre Owners Association of Quebec; A. Julian Brylawski, Motion Picture Theatre Owners of Metropolitan D.C., and Armand Marion, Jr., Theatre Owners of Washington, Northern Idaho and Alaska.

Projection Dispute

(*Continued from page* 1)

tised in area papers for "experienced 35mm. projectionists, top wages."

The operators had insisted they would continue working, but would not accept the one-man-in-the-booth operation.

The final agreement reportedly does not call for this in so many words, but if the projectionists wish to keep all present regulars on duty, the work week will apparently have to be reduced and job-time divided.

The saving to the managements is said to be substantial, although it is not all they sought. It could apparently be the difference between profit and loss in one or more situations.

Fringe Benefits Provided

The projectionists, on their part, are to receive an increase in fringe benefits.

The compromise agreement was reached at the IATSE offices in New York, according to reports in industry circles.

Acting for Fabian was vice-president Philip F. Harling; for Stanley Warner, zone manager Harry Feinstein and zone contact manager James Bracken. Edward Wendt represented Local 324 as president and business agent. William Scanlon, of Lowell, Mass., an international trustee, also served for the upon in the negotiations.

The new agreement is said to be somewhat, although not entirely, like the one reached last May in nearby Troy, where sometimes two men reportedly work a booth and at other times, one. In the Collar City, certain men belong to both the projectionists and the stage hands union. This is not the case here.

Jurow and Shepherd

(*Continued from page* 1)

Jurow feel that this is a philosophy they would like to pursue.

Unfortunately, their current schedule will not permit them to get out on the road with "Hanging Tree." They have "Orpheus Descending" currently in the works for United Artists, and later this year they will start fulfilling a six-picture commitment with Paramount with "Breakfast at Tiffany's."

Shepherd noted that if a producer of the status of Jerry Wald could take time out to attend an exhibitor conclave—he participated at the TOA convention last fall—then Shepherd and Jurow could, too. Consequently, they will make every effort to put in an appearance at the next TOA convention.

Litvak to D.C. for 'Journey' Screening

From THE DAILY Bureau

WASHINGTON, Feb. 10. – Producer-director Anatole Litvak will come to Washington from Europe this week for a special screening of his new picture, "The Journey."

The MGM release, starring Deborah Kerr and Yul Brynner, will be shown to members of the Washington press, radio and television corps. Friday night at the Motion Picture Association of America building. Among those invited to attend are National Press Club president William H. Lawrence, Women's National Press Club president Lee Walsh and Associated Press National president Ben McKelway.

The picture will open Feb. 19 at Loew's Capitol here.

TENT TALK

Variety Club News

DALLAS – "Bob O'Donnell Night," held here by Tent No. 17 to honor R. J. O'Donnell, vice-president and general manager of the Interstate Circuit, drew some 300 Variety Club barkers and their guests. O'Donnell is ringmaster of Variety Clubs International.

△

NEW ORLEANS—Mrs. Frank Lais, co-owner of the Lakeview Theatre, has been installed as chairman of the Tent No. 45 auxiliary, succeeding Mrs. Harold F. Cohen. Mrs. W. J. McBurney has succeeded Mrs. Roy Gallagher as co-chairman.

Past chief barker Dan M. Brandon, speaking for chief barker George C. Nungesser, who is confined to Baptist Hospital, commended the auxiliary for their invaluable aid to the tent's charity projects.

△

MIAMI—The Variety Clubs' "Show of Shows" netted more than $20,000 for its Variety Children's Hospital. The event was emceed by George Jessel in the absence of Bob Hope, who had to cancel the trip because of illness.

Kelly Appointed 'U' K.C. Sales Manager

William D. Kelly, former Universal Pictures' branch manager in Atlanta, has been appointed sales manager in Kansas City, effective Feb. 16. He replaces Morris Relder, who has resigned.

Left 'U' in 1957

Kelly left Universal in February 1957 to enter his own business. Prior to that he had been with Universal for nine years, starting as a salesman and becoming branch manager in Atlanta in 1951. Relder, whose resignation was effective this past Saturday, had been with Universal for 15 years.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!

reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Estimate AB-PT Net for 1958 at $5,600,000

Net income of American Broadcasting-Paramount Theatres for 1958 was approximately $5,600,000, after giving effect to capital gains, according to Wall Street reports. The result would be equal to about $1.35 per share on the 4,150,000 shares of AB-PT common outstanding.

In 1957, the company reported net profit of $4,894,000, equal to $1.10 per share, after capital gains.

Chairmen Set

(*Continued from page* 1)

men, already announced by national amusement industry chairman Alex Harrison, they will designate dates when Brotherhood Week will be observed in their respective territories.

The area exhibitor chairmen and co-chairmen include the following:

Albany: Elias Schlinger, Fabian Theatres; Boston, Martin J. Mullin, New England Theatres, and Edward M. Fay, Providence, R. I.; Buffalo: Arthur Krolick, Buffalo Paramount, and William Dipson, Dipson Theatres, Batavia, N. Y.; Charlotte: Ernest G. Stellings, Stewart-Everett Theatres; Chicago: David B. Wallerstein, Balaban & Katz, and Jack Kirsch, Allied Theatre Owners of Illinois; Cincinnati: James W. McDonald, Theatre Owners Corporation; Cleveland: Sam Schultz, Schultz Circuit.

All Areas Represented

Also, Dallas: Kyle Rorex, Compo of Texas; Denver: Robert W. Selig, Fox Intermountain Amusement; Des Moines and Omaha: Woodrow R. Praught and A. Don Allen, Tri-States Theatres, Detroit; Jacksonville: Sidney Myers, Wometco Theatres, Miami, Fla.; Los Angeles: William Thedford, Fox West Coast Agency, and Jerry Zigmond, California.

Also, Memphis: Jack D. Braunagle, United States, North Little Rock, Ark.; Milwaukee: Ben Marcus, Marcus Theatres; Minneapolis: Charles Winchell, Minnesota Amusement Corp.; New Haven: Harry F. Shaw, Loew's Poli Theatres; New York: Harold Rinzler, Randforce Amusement Corp., and Sol Schwartz, RKO Theatres; Oklahoma City: Norman T. Prager, Criterion Theatre, and Paul Townsend, Stanley Warner Management Corp.

Goldman for Philadelphia

Also, Philadelphia: William Goldman, Goldman Theatres; Pittsburgh: M. A. Silver, Stanley Warner Management; Portland (Ore.): Al Forman, Forman Brothers, and M. M. Mesher; St. Louis: Tommy James, Missouri-Illinois TOA; Salt Lake City: John Krier, Fox Intermountain Theatres; San Francisco: Joseph Blumenfeld, Blumenfeld Theatres; Seattle: Oscar Nyberg, Evergreen Theatres, and William Connor, John Hamrick Theatres, and Washington: Julian Brylawski and Sam Bendheim, Jr., Neighborhood Theatres Circuit, Richmond, Va.

REVIEW:

Up Periscope

Warner Bros.

James Garner, who plays Bret Maverick in the fabulously successful television western of that name, is the star of this action film which takes place "somewhere in the South Pacific" in World War II. Thus "Up Periscope" is automatically set to tap two big audiences: the Garner fans and those who like submarine films.

Neither group is apt to be disappointed by the picture, for each will get just about what it expects. Garner gives the same kind of pleasant and relaxed performance that has made him popular on TV and takes as easily to the uniform of a naval lieutenant as he does to his western gambler's duds.

As for the action elements in "Up Periscope" they are standard submarine fare. All personnel are present and accounted for from the captain who is misunderstood by his men because he goes strictly "by the book" to the loyal executive officer who alone understands and sympathizes with his superior. There are also the comic ensign who thinks and talks of nothing but girls and the resentful crewman who hates the captain and blows his stack when the going gets rough.

The highpoints of the action are an attack by a Japanese bomber against the U.S. submarine while it is surfaced and the subsequent destruction of an enemy vessel by the American crew.

In the climax Garner sneaks ashore alone to a Japanese-held island and photographs a military code book which will enable the Americans to decipher important secret messages. To divert the attention of the Japanese guards while he carries out this coup unobserved, Garner blows up a nearby wharf. This isn't a very credible bit of business, but it will keep the fans in a state of suspense.

There are a couple of brief romantic interludes between Garner and Andra Martin as a WAVE intelligence officer assigned to find out if he should be recommended for the hazardous mission to the Japanese island. They fall genuinely in love and will apparently get together at the end of the film.

Others in the competent cast include Edmund O'Brien as the sub commander; Carleton Carpenter as his loyal lieutenant; and Alan Hale as the comic ensign. The screen play is by Richard Landau from the novel by Robb White. Aubrey Schenck produced, and Gordon Douglas directed this film, which is in WarnerScope and Technicolor.

Running time, 111 minutes. General classification. Release, in February.

Richard Gertner

MCA to Modernize

(*Continued from page* 1)

property, which is now to be known as Revue Studios.

Meanwhile, Universal, which is now leasing space from Revue, is reported to be discontinuing production of TV commercials, due to curtailment of studio space. George Bole, who has been head of this department, is joining the Leo Burnett Agency.

'Tree' Bows Here

Gary Cooper and Maria Schell, stars of "The Hanging Tree," will lead the world premiere festivities for the Warner Bros. picture this evening at the Roxy Theatre. The Technicolor drama will open at the Roxy today at 9:30 A.M. but the premiere activities will take place at 8:00 P.M.

Vermont House Burned

BENNINGTON, Vt., Feb. 10.—The General Stark Theatre here, which Jules Perlmutter, of Albany, operates on lease, was destroyed early today in a fire which gutted a business block. Loss on the 1100-seater was estimated at $400,000.

Kerasotes Hails

(*Continued from page* 1)

"the cooperation of our organization in any way possible to make exhibitors aware of the availability of stereophonic prints."

Kerosotes wrote to Skouras: "As you know, ever since taking office, I have decried the fact that exhibitors have huge sums of money invested in stereophonic sound equipment, but no prints with stereophonic sound are available to them. This, I felt, was particularly lamentable because of the growing popularity of home stereophonic phonograph equipment.

"It was, therefore, with tremendous satisfaction that I read in the trade papers of your company's decision to restore stereophonic sound to your prints. I am writing to congratulate you and your company on this decision."

S. L. for 'Pennypacker'

ST. LOUIS, Feb. 10.—20th Century-Fox's "The Remarkable Mr. Pennypacker" racked up a big $13,000 in its first three days at the Fox Theatre here, which is better than "Peyton Place" did for the same period, theatre officials said.

'Anne' Bow to United Nations

The American Association
United Nations will spon
world premiere of George
"The Diary of Anne Frank
scheduled for March 18, at t
Palace Theatre here. A spe
vitational showing will be
March 17, the night originall
uled for the world premiere p
ance.

The American Association
United Nations, of which Mrs
lin Delano Roosevelt is chai
the board of governors, is a n
organization dedicated t
strengthening of the United
by carrying on a program of
tion and public information t
out the United States. The A
a member of the World Fe
of United Nations Association

Five Others on Committ

In addition to Mrs. Roosev
benefit committee includes C
Eichelberger, executive directo
AAUN; Dr. Ralph J. Bunche,
secretary General, the United
Sumner Welles, former Und
tary of State; Jacob Blaustein
man of the board of Standard
Illinois; Irving Salomon, a
of the United States' delegatio
General Assembly; and Dr.
W. Mayo, director of the
Clinic.

List Winners in 't Vending Stand Co

Eight winners in the "tom
candy stand decoration contest
Loew's New York and out
theatres were announced here
day by Leonard Pollack, dire
purchasing and concessions for
Theatres, and Melvin L. Gol
manager of the newly formed e
tion novelties division of ABC
Corp.

Eight Are Winners

The following managers wi
receive a $25 award: Danny
Kings, Brooklyn; Harold Graff,
um, Manhattan; Lennie E
"35" Drive-In, Keyport, N. J.;
Beck, Gates, Brooklyn. Out o
winners were: Walter Kessler,
bus, O.; Frank Henson, St. Loui
mit Allum, Evansville, Ill.; an
Gilman, Syracuse.

'Gidget' Radio Spot

A set of nine radio spot comm
has been produced for Columb
tures' "Gidget," it has been ann
by Robert S. Ferguson, director
vertising and publicity. There
three groups of three spots, each
consisting of 20-second, 30-seco
60-second spots. One group wi
ture the endorsement by televisi
sonality Dick Clark, while the
two groups will feature combi
of the Clark endorsement and sp
written jingle, entitled "Loo
Brigitte, Here Comes Gidget."

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 29 NEW YORK, U.S.A., FRIDAY, FEBRUARY 13, 1959 TEN CENTS

Baird Groups

rners Buys ,000 Shares Its Common

een Semenenko's; oldings Nominal Now

r Bros. Pictures has pur- 60,000 shares of its common m the Winfield Baird Foun- nd the David Josephine and Baird Foundation, the com- nounced Wednesday.

quently it was learned that thus acquired had been pur- y the Baird foundations from menenko, first vice-president irst National Bank of Boston, ently. It is believed to con- l but a few thousand shares Varner stock previously held nenko.

urchase prices involved were losed but the Warner stock advancing steadily since the he year and now is over $29

Continued on page 2)

Group Insurance Starts March 1

e Owners of America's group ance program, offering cover- nembers and their employees from $5,000 to $20,000, will effective March 1, it was an- by George G. Kerasotes, t.

ment of the necessary number d persons this week has en- A to notify the John Hancock Life Insurance Company of to place the plan into opera- asotes said. The initial group

Continued on page 2)

na Unit Endorses Army-Navy Drive

sement of the Theatre Owners ca's campaign to have military tres play pictures after com- theatres has come from the Theatre Association, a TOA George M. Aurelius, president Arizona unit, notified Robert nell, chairman of TOA's army-

Continued on page 2)

M-G-M Slates 17 Films for Release In 8 Months from Feb. to Sept.

M-G-M will release a total of 17 pictures for the eight months from February through September, it was announced yesterday by John P. Byrne, general sales manager. Several of the pictures will open at Radio City Music Hall, he said.

Scheduling of product for release so far in advance was described as one of the results of the long-range production policy developed at the M-G-M Studios under the guidance of Sol C. Siegel, vice-president in charge of production, with Ben Thau,

(*Continued on page* 3)

Film Industry Now Matured, Says Gerard

From THE DAILY Bureau

WASHINGTON, Feb. 12. — The American film industry has arrived "at full maturity" and the years ahead offer promise of rich rewards, Phil Gerard, Eastern publicity department manager of Universal Pictures, said here today. He spoke at a luncheon during the annual conference of the

(*Continued on page* 3)

Sarnoff Looks at '69; Sees Vast TV Growth

By SAMUEL D. BERNS

LOS ANGELES, Feb. 12. — A tremendous growth of television in the economic, social and technical fields in the next 10 years was forecast here tonight by Robert W. Sarnoff, chairman of the board of NBC in an address at the 36th annual installation banquet of the Los Angeles Junior Chamber of Commerce at the Ambassador Hotel.

Sarnoff predicted that in the world

(*Continued on page* 2)

Brotherhood Award Presented to 'Ones'

"The Defiant Ones" was cited as the motion picture which "made the most outstanding contribution to the cause of brotherhood in 1958" by the National Conference of Christians and Jews at its National Brotherhood Week luncheon at the Astor Hotel here yes-

(*Continued on page* 2)

ABPC Schedules Eight Films for Production

From THE DAILY Bureau

LONDON, Feb. 12.—In a move which follows closely the company's announcement of increased profits in 1958, Associated British Picture Corp. has scheduled eight feature films for

(*Continued on page* 3)

UA 40th Anniversary Sales Meets Get Underway Sunday in Los Angeles

From THE DAILY Bureau

LOS ANGELES, Feb. 12.—District and branch personnel from 14 U.S. and Canadian exchanges will join top echelon home office executives at the opening session of United Artists' 40th Anniversary sales convention here at the Ambassador Hotel on Sunday. Meetings here will continue through Wednesday and the second and concluding series will then be held in Miami from Feb. 19 through 21.

The meetings are being held to develop distribution plans for the company's expanded product schedule for 1959, which represents an investment of over $65,000,000 in "A" attractions to be distributed at a minimum rate of seven per quarter.

Presiding at the meetings will be William J. Heineman, vice-president in charge of distribution, and James R. Velde, general sales manager.

West Coast officials participating in the convention include Robert F. Blumofe, vice-president in charge of West Coast operations, and Maurice Segal, Coast publicity coordinator.

Home office officials participating in the Los Angeles conclave will be Joseph Ende, controller and assistant treasurer; Louis Lober, general manager, foreign department; Roger H. Lewis, national director of advertising, publicity and exploitation, and David Picker, executive assistant to Max E. Youngstein.

Also attending will be continental U. S. division chiefs Milton E. Cohen, Al Fitter and Sidney Cooper.

Committees Act

ACE Group to Confer With Justice Dept.

Add 3 Topics to Agenda; Prepare Research Program

At the end of a two day meeting of the executive committee and the six standing committees of the American Congress of Exhibitors, the new exhibitor entity announced:

That a subcommittee has been named to go to Washington in the very near future to seek clarification from the Department of Justice of the status under the decrees of block booking; production and distribution by former affiliated circuits; and pooling arrangements;

That three topics—the exhibition of 16mm films, production of more films in color, and a request for more stereophonic sound prints and attendant publicity—had been added to the agenda for the proposed meeting

(*Continued on page* 3)

SPG to Seek Wage Gains from Fox, WB

The Screen Publicists Guild said Wednesday it has filed notice with 20th Century-Fox and Warner Bros. that it is reopening its contracts with the two companies to demand a $210 weekly minimum for senior publicists and a 20 per cent wage increase for all employees who are earning $140.50 or more.

The Guild, an affiliate of District 65, RWDSU, AFL-CIO, is seeking to win parity with its West Coast counterpart, the Publicists Association in Holly-

(*Continued on page* 3)

'Capone' World Bow in Three Florida Theatres

Special to THE DAILY

MIAMI, Feb. 12.—Allied Artists' "Al Capone," starring Rod Steiger, will be given its world premiere Feb. 25, simultaneously in Miami, Miami Beach and Coral Gables, Fla. The first public showing of the Burrows-Ackerman production in the three Florida cities will

(*Continued on page* 2)

PERSONAL MENTION

IRVING H. LUDWIG, Buena Vista president; James O'Gara, Eastern sales manager, and Jesse Chinich, Western sales head, have left New York, Ludwig for Chicago, O'Gara for Boston and Chinich for Dallas.

•

Joseph Lamneck, general manager of the New York office of Warner Brothers' commercial and industrial films division, and Martin Ransohoff, president of Filmways, have left New York for the Coast.

•

Anatole Litvak, producer-director, will return to New York today from Europe, and will leave here immediately for Washington.

•

Max Steiner, composer, who returned to New York recently from London, has left here for Hollywood.

•

Mrs. Derek Hyman, wife of the operator of theatres in Tennessee and Virginia, has given birth to a boy in Atlanta.

•

Ed Sullivan and his wife, Sylvia, will leave here shortly for Palm Beach, where on Feb. 19 the TV star will emcee the Heart Ball.

•

Douglas Amos, general manager of Lockwood and Gordon Enterprises, has returned to Boston from Acapulco, Mexico.

'Capone' Bow

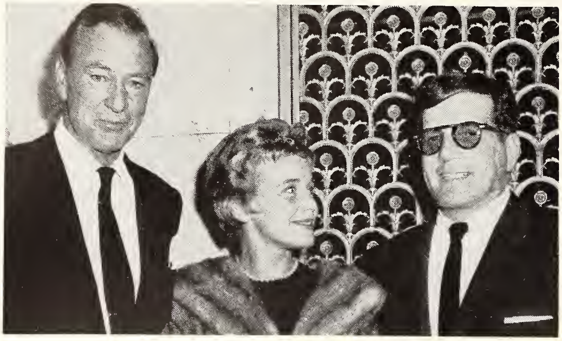
(*Continued from page* 1)

be highlighted by personal appearances of Fay Spain, who co-stars in the film. Arrangements are being concluded for Rod Steiger also to make at least a brief appearance preceding the screenings, with the star flying from New York, where he is starring in the Broadway production of "Rashomon."

With civic dignitaries attending, "Al Capone" will have its initial openings at the Olympia in Miami, The Beach in Miami Beach and at the Gables in Coral Gables.

Burns to NTA Int'l.

Vernon Burns, who heads the NTA office in London, has been named vice-president of NTA International, Inc., Harold Goldman, president of NTA International, has announced. In his new post, Burns will supervise all NTA International's European operations including feature and syndicated film sales, production and theatrical and non-theatrical sales.



GARY COOPER, MARIA SCHELL, stars of "The Hanging Tree," and Robert Rothafel, managing director of the Roxy Theatre, led the world premiere festivities for the Warner Brothers motion picture release at the Roxy. The Technicolor drama was produced by Martin Jurow and Richard Shepherd, who also were on hand for the opening-night celebration.

Embassy Theatre Sues On 3 Warner Films

Warner Bros. Distributing Corp., Harry Brandt and the Beathe Corp., Inc., were named defendants in an anti-trust suit in Federal Court here Wednesday by Guild Enterprises, Inc., operators of the Embassy Theatre in Manhattan. The suit charges that the Embassy presented a higher bid for the first neighborhood run of three Warner films—"Auntie Mame," "Sayonara" and "Indiscreet"—and was "discriminated against" when the pictures went to other theatres.

Damages of $30,000 from all the defendants and an additional $8,000 from WB Distributing are sought.

TOA Insurance

(*Continued from page* 1)

of TOA member applicants have been advised by telegram of the starting date.

Kerasotes said the plan would be kept open for a limited time to permit additional members to join. Thereafter, new applications will be accepted only on policy anniversary dates.

The program is believed to be the first of its kind available through a trade association to the exhibition portion of the industry. The plan offers two options: one wherein all salaried employees of members may be covered; the other in which only key management and supervisory personnel may be insured.

The group life insurance program is the result of several years of work by a special TOA committee, headed by Kerasotes, who at the time the plan was first conceived, was an assistant president of TOA. The program will be administered by the Theatre Owners of America Group Life Insurance Trust, at TOA's New York headquarters.

Brotherhood Award

(*Continued from page* 1)

terday. The award for the Stanley Kramer production was accepted in behalf of him and United Artists, the distributor, by William J. Heineman, UA vice-president in charge of distribution.

"The Defiant Ones" was one of 34 works selected for recognition in all divisions of mass media by the NCCJ. In the ceremonies yesterday formal presentations were made to 13 top winners by Miss Cornelia Otis Skinner, national Brotherhood Week chairman of community organizations, and George B. McKibbin, Chicago attorney, 1959 national Brotherhood Week chairman. Taylor Mills, director of public relations of the Motion Picture Association, is chairman of the Media Awards Committee, a post he has held since 1954.

In addition to the 13 winners the group presented 21 Certificates of Recognition. In the theatrical motion picture field this award went to 20th Century-Fox's "The Inn of the Sixth Happiness."

Television programs receiving the National Brotherhood Award included "Playhouse 90" (CBS) for "A Town Has Turned to Dust"; WBZ-TV, Boston, for "A Profile of Prejudice"; and "The Danny Thomas Show" for a special broadcast during Brotherhood Week in 1958.

Arizona Unit

(*Continued from page* 1)

navy pre-release committee that the Arizona association had voted unanimous support of the national campaign at a recent meeting.

O'Donnell said that Aurelius had forwarded to his committee instances of five military posts in Arizona where the military theatres were presenting pictures ahead of the first run commercial theatres in the area.

Warner Bu

(*Continued from page* 1

per share, a gain of about 1 in the past month.

Semenenko was reelected t year term as a Warner Bros. at the company's annual me stockholders in Wilmington, I week. Whether or not he wil from the board in consequenc sale of his stock could not be

Reports that Warners wo quire the Semenenko stock have been current in financia for some time. In response tions, Semenenko caused a st to be issued in late Decer which he denied he would stock to the company and not if and when a sale was n would have to be to a membe investing group which boug the company in 1956, and o he was a member.

Other members included Baird, to whose foundatio Semenenko stock was sold; Warner, Warner Bros. preside Charles Allen, Jr., investment The stock acquired by the gro resented the bulk of the hold the late Harry Warner and o Albert Warner.

Sarnoff Looks at '6

(*Continued from page* 1

of 1969, just a decade from t

¶ It may be possible to ea of the basic college degrees courses offered on TV.

¶ Nearly 70 million TV s be in 58 million homes, and the receivers sold at the time of the color type.

¶ Miniature transistorized se three-inch picture tubes will common use on beaches, in tra planes.

¶ Thin, flat wall screens w the hub of compact home com tions centers.

¶ Live international teleca be an every-day reality.

The NBC chairman singl television as the symbol of thi try's current and future ec growth, predicting that advert 1969 would spend $15,000,(with TV getting 20 per cent total.

NEW YORK THEA

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
FRANK SINATRA • DEAN MA
SHIRLEY MacLAINE
"SOME CAME RUNNI
A SOL C. SIEGEL PRODUCTION from M
and GALA NEW STAGE SPECTACL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

'EOPLE

Dana has been named Buf- ıch manager for Rank Film ors of America, succeeding ese, who has resigned. Dana, with United Artists in the ed RFDA on Feb. 9.

☐

Volff, long with the Fanchon co circuit and most recently of Southside Theatres, Los will be guest of honor at a al luncheon to be held at anut Grove, Ambassador Ho- March 4, marking his retire- m show business. The South- uit was sold recently to **Rob-** **ippert** and **Ed Zabel.**

☐

Pinkston, booker for Univer- tlanta, has resigned to join ere in the same capacity.

☐

afeve, for 20 years manager Capitol Theatre in Windsor, resigned to accept the post ging director of the Windsor l Auditorium now under con-

☐

Russell, of Hartsville, Tenn., n over and reopened the York at Red Boiling Spring, Tenn.

☐

owan, a member of the Na- elefilm Associates publicity nt for the past year, has been irector of publicity for the ned-and-operated stations.

Industry Matured

ontinued from page 1)

l Editors Advisory Commit- he U.S. Treasury's Savings ivision.

k 50 years for the screen to scope technically, and it has n longer for the motion pic- e liberated and given its full from limiting restrictions of censorship and niggardly Gerard told the representa- some 5,500 industrial house blications.

maturity has come slowly to added, it has arrived at a me for an industry that has over the mantle of medio- ts mass competitor—TV."

changes that have occurred, pointed out that creative ta- ors, writers and directors— en over from "the tycoons." cited the growing pre-emin- independent producers who, "are free to select their sub- er and are flexible in their its."

Here Wednesday

Artists' "The Last Mile" will he Victoria Theatre here on ay.

ACE Group Will Confer with Justice Dept.

(*Continued from page* 1)

with heads of production and distribution; and

That a research program is being prepared to seek a "new look" in motion picture presentation in both picture and sound.

Members of the committee who will visit the Department of Justice are Horace Adams, president of Allied; George Kerasotes, president of TOA; Emanuel Frisch, past president of MMPTA, and Sumner Redstone, attorney and New England exhibitor. Primarily they will seek clarification on the points raised in report of the committee on industry government relations approved at the December 12 meeting of ACE.

Three Subjects Considered

These include the present legality or illegality of block booking in competitive situations; changes in the consent decrees to equalize the various clauses governing production and distribution by the former affiliated circuits; and the degree to which pooling arrangements in multi-situation towns can now be entered into by exhibitors.

In connection with the latter point, the committee on industry government relations asked that exhibitors forward any information relating to any particular locality where it would be helpful to independent exhibitors if such arrangements were permitted.

Plan Grass-Roots Drive

Committee members agreed that the whole problem of fighting toll television should be delegated to the Joint Committee on Toll-TV which has been engaged in this activity since 1954. This unit will inaugurate a grass roots campaign with the assistance of ACE area chairmen to seek support in Congress for a prohibition against toll TV. Considerable such support has already been apparent. All members of the ACE committee on toll TV will become members of the Joint Committee.

On the research program, Max Cohen, chairman, introduced Hazard Reeves, who developed the sound system for CinemaScope and who has offered the facilities of his company to the committee. Reeves outlined a proposed program and will serve on the committee. Cohen also said that the committee was anxious to find a new name or descriptive phrase for stereophonic sound which could be copyrighted and reserved exclusively for theatre use.

Production Fund Sought

The committee said that ways and means are being studied to raise money for production, to further the general interest of the industry, and for administrative expenses. The money recently made available from the funds held in escrow since the distribution of the industry institutional short subjects some years ago will be used only for administrative expenses.

A committee consisting of William Forman and R. J. O'Donnell was appointed to explore the possibilities of producing a series of short subjects to promote industry welfare and glorify motion picture entertainment.

The executive committee authorized a certificate of membership to be issued to every exhibitor becoming a member of ACE. All constituent organizations and area chairmen will cooperate in distribution of applications and certificates.

Meeting Well Attended

At the session Wednesday the following members of each of the six committees were present:

Ways and means to increase production—S. H. Fabian, chairman; R. J. O'Donnell, alternate; James Coston, Ned Depinet, Sam Rosen, Ruben Shor, William Goldman and Sam Pinanski.

Post-'48 films—William Forman, chairman; Harry Arthur, Jr., alternate, Leopold Friedman, Leslie Schwartz, and J. Myer Schine.

Producer-exhibitor-distributor relations—Horace Adams, chairman; Irving Dollinger, alternate; Eugene Picker; Herbert Hahn (substituting for Leonard Goldenson), and Edward Lider.

Kerasotes Present

Toll-TV—George Kerasotes, chairman; Albert M. Pickus, alternate; Philip F. Harling, Arnold C. Childhouse, Lamar Sarra, and Wilbur Snaper.

Industry-government relations committee—Emanuel Frisch, acting chairman; Edward L. Fabian, Arthur Lockwood, Harry B. Hendel, Sol M. Strausberg, and Sumner Redstone.

Industry research—Max A. Cohen, chairman; Ernest Emerling, Harry Mandel, Ted Mann, Julius Sanders, Marshall H. Fine, Milton H. London, Byron Linn (representing Tom Friday), Gerald Shea, Raymond Willy, Sidney Stern, Russell Downing, and Hazard Reeves.

M-G-M Slates

(*Continued from page* 1)

studio administrator, and the executive committee. The company recently announced plans for a line-up of 41 pictures, one of its largest programs in years.

The releases scheduled for the next eight months are as follows:

February: "Night of the Quarter Moon," "The Journey," and "First Man into Space."

March: "The Mating Game" and "Nowhere to Go."

April: "Green Mansions" and "Ask Any Girl."

May: "The World, The Flesh and The Devil" and "Watusi."

June: "Count Your Blessings" and "The Big Operator."

July: "North by Northwest" and "The Beat Generation."

August: "Tarzan, The Ape Man" and "For the First Time."

September: "The Scapegoat" and "The Angry Hills."

ABPC Schedules

(*Continued from page* 1)

production in 1959, and has a number of other properties under consideration.

In addition, according to ABPC managing director C. J. Latta, the company this year will have a line-up of six half-hour television series, each comprised of 39 episodes. These TV films are produced in cooperation with ABPC's American partners.

4 UA 'Hot' Records

United Artists Records is releasing three LP Albums and a 45 rpm single in connection with Billy Wilder's "Some Like It Hot," a comedy of the twenties scheduled to open in New York in the early spring.

UJC Tells of Advances In Intergroup Relations

Special to THE DAILY

ALBANY, N. Y., Feb. 12.—Twenty-two states have enacted laws banning discrimination in "public accommodations" since 1947. The American Jewish Committee through president Irving M. Engel, cited this "advance" in presenting to Gov. Nelson A. Rockefeller today 50 copies of an evaluation, "The People Speak."

Listed as meeting with Rockefeller, on the eve of Lincoln's birthday, were: Engel, Bishop William A. Scully, of the Albany Catholic diocese, and Dr. Frank Borne, Negro leader and executive director of the New York Commission on Intergroup Relations.

Engel's analysis, based on an 11-year survey of cumulative gains in human rights, declared that in 1947 "the constant and corrosive indignity of segregation—in schools, housing, restaurants, theatres, parks, playgrounds, hotels, hospitals and even cemeteries—blighted the lives of one-tenth of our population."

Despite setbacks, "human rights achievements in the United States are at their highest peak in history," the document pointed out.

SPG to Seek

(*Continued from page* 1)

wood, which has a $210 minimum for senior publicists.

The Guild's contracts with 20th Century-Fox and Warner Bros. permit reopening on wages and minimums as of Feb. 10, 1959. Reopenings with Columbia and Universal-International come up a month later, followed by a reopening of the M-G-M contract. The present contracts with 20th Century-Fox and Warner Bros. went into effect last April and continue until April 9, 1960. However, the Guild has the right to terminate the contract on April 11 this year if no agreement is reached in the current negotiations.

Paramount's Boxoffic

A profoundly moving
story of ecstatic but
ill-fated young love

ELIZABETH
TAYLOR
MONTGOMERY
CLIFT
SHELLEY
WINTERS in
ACADEMY AWARD WINNER
GEORGE STEVENS'
Production of

A PLACE IN THE SUN

ELIZABETH TAYLOR'S MOST POIGNANT ROLE!

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help s
for the
sho

with KEEFE BRASSELLE · Produced and Directed by GEORGE STEVENS · Screenplay by MICHAEL WILSON and HARRY BROWN · Based on the novel, AN AMERICAN TRAGEDY, by THEODORE DREISER and the PATRICK KEARNEY play adapted from the novel · A Paramount Re-Release

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It's the rollicking,
roistering story of our P. W. heroes!
You'll laugh, cry, cheer!

Stalag 17

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DON TAYLOR
OTTO PREMINGER

WILLIAM HOLDEN'S ACADEMY AWARD WINNING PERFORMANCE!

Produced and Directed by BILLY WILDER · Written for the screen by BILLY WILDER and EDWIN BLUM
Based on the play by DONALD BEVAN and EDMUND TRZCINSKI · A Paramount Re-Release

URES . . . IN ONE GREAT SHOW! AVAILABLE NOW!

UA Celebrates Its 40th Anniversa

United Artists, which is marking its 40th anniversary this year, is celebrating by releasing the largest number of top quality films in its history. Total for the year will be 29 pictures, representing an investment of more than $65,000,000. The films will be released at the rate of seven per quarter. Scenes from ten of the UA blockbusters for 1959 are shown on these pages.

SOLOMON AND SHEBA is a Biblical spectacle from Edward Sm
Technicolor and Technirama. It stars Yul Brynner and Gina Lollobr

THE HORSE SOLDIERS is a Civil War drama in color starring John Wayne and William Holden. John Ford directed the Mirisch-Batjac presentation.

United Artists' 29 films for 1959, as announced by president Arth
Krim, will represent the combined efforts and talents of more tha
leading independent film makers who comprise UA's family of prod
and star-producers.

This policy of continually broadening commitments with indepe
producers is credited with enabling UA to register successively h
grosses over each of the past seven years.

To back the expanded program the company is alloting a record budget of $9,500,00
promotion under the supervision of Roger H. Lewis, UA national director of advertising.

Broken down by quarters, UA will release the following double "A" attractions in 1959

January-February-March: "Pork Chop Hill," "Anna Lucasta," "Lonelyhearts," "Escort W
"The Rabbit Trap," "The Last Mile," and "The Naked Maja."

April-May-June: "Ten Seconds to Hell," "The Man in the Net," "Some Like It Hot,"
Tough," "The Devil's Disciple," "Timbuktu" and "Alias Jesse James."

June-August-September: "Shake Hands With the Devil," "The Horse Soldiers," "Cast a
Shadow," "The Woman and the Puppet," "The Summer of the 17th Doll," "The Wond
Country" and "Day of the Outlaw."

October-November-December: "The Unforgiven," "A Hole in the Head," "Solomon and Sh
"Anniversary Waltz," "Odds Against Tomorrow," "Orpheus Descending" and "On the Beach."

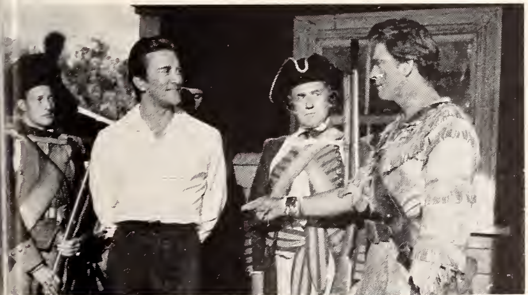
SOME LIKE IT HOT returns Marilyn Monroe to the screen after two years.

SHAKE HANDS V
THE DEVIL is a rc
tic drama of the
Rebellion starring J
Cagney and Don M
(left). It was mad
Ireland by Tony Fil
association with P
baker, Inc.

ith 29 Top Films

AKED MAJA, starring Ava Gardner and Anthony Franciosa, was produced nirama and Technicolor by Goffredo Lombardo for Titanus Films.

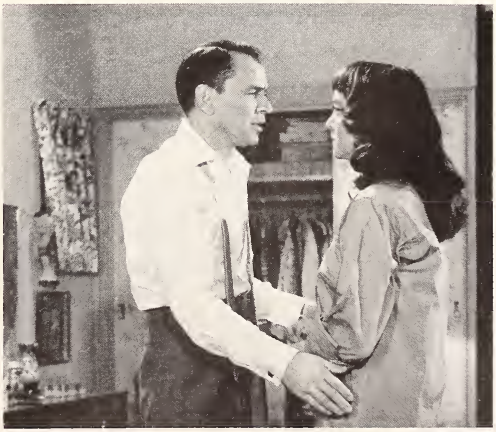
ALIAS JESSE JAMES returns Bob Hope to the setting of some of his most successful comedies. Hope also produced the DeLuxe Color film.



VIL'S DISCIPLE stars Kirk Douglas and Burt Lancaster in the Hecht-caster presentation of the George Bernard Shaw play.

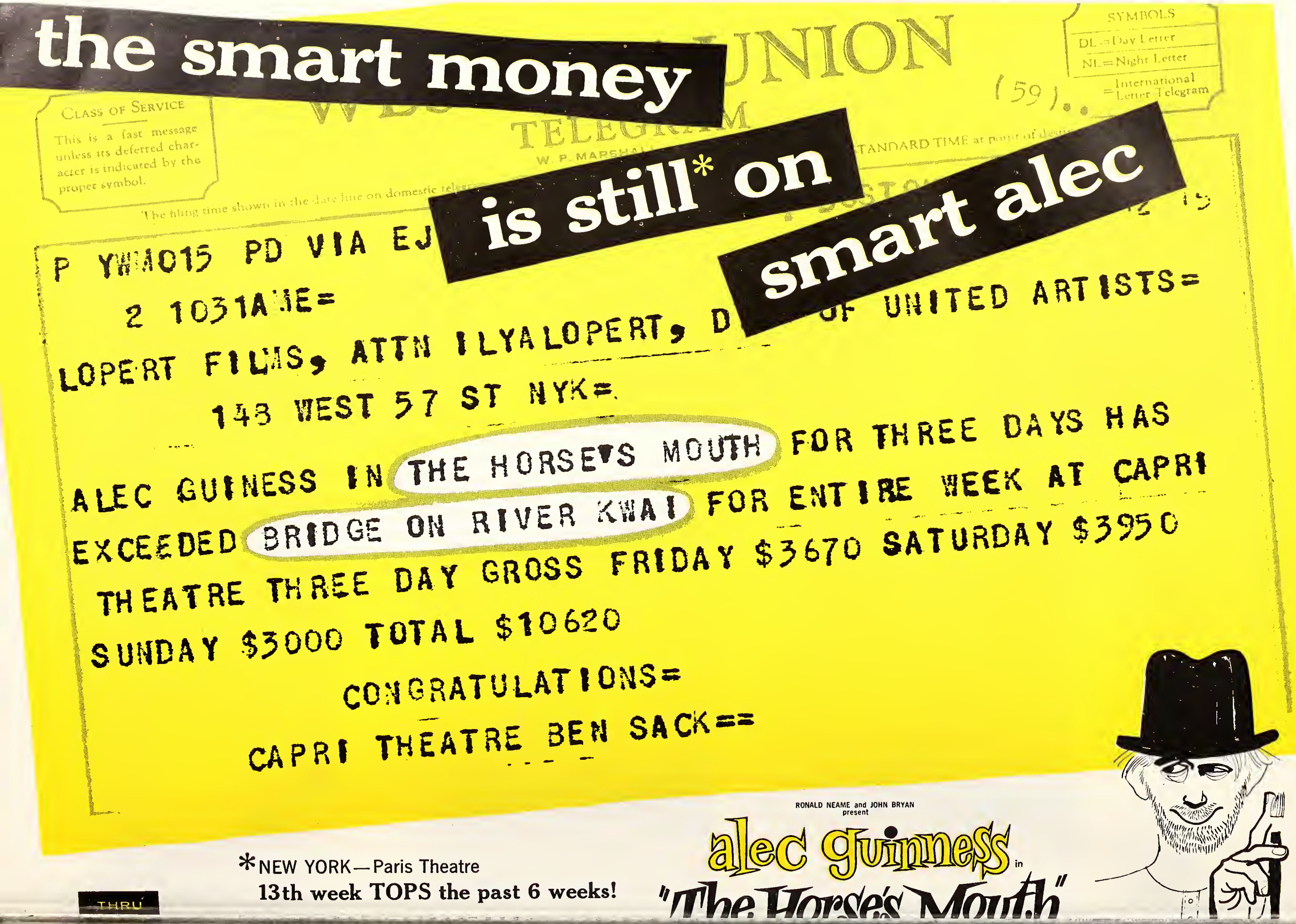
PORK CHOP HILL is a war drama from Melville Productions. It stars Gregory Peck, shown in the tense scene above.

THE WONDERFUL COUNTRY is an MPL production photographed in Technicolor and starring Robert Mitchum.



A HOLE IN THE HEAD is a Sincap Production based on the Broadway comedy. Frank Capra produced and directed. Stars Frank Sinatra and Carolyn Jones are pictured above.

the smart money is still* on smart alec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NL=Night Letter
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The filing time shown in the date line on domestic tele

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2 1031AME=

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148 WEST 57 ST NYK=

ALEC GUINESS IN THE HORSE'S MOUTH FOR THREE DAYS HAS
EXCEEDED BRIDGE ON RIVER KWAI FOR ENTIRE WEEK AT CAPRI
THEATRE THREE DAY GROSS FRIDAY $3670 SATURDAY $3950
SUNDAY $3000 TOTAL $10620

CONGRATULATIONS=

CAPRI THEATRE BEN SACK==

*NEW YORK—Paris Theatre
13th week TOPS the past 6 weeks!

RONALD NEAME and JOHN BRYAN
present

alec guinness in

"The Horse's Mouth"

THRU

All
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MOTION PICTURE DAILY

Concise
and
to the
Point

35, NO. 30 NEW YORK, U.S.A., MONDAY, FEBRUARY 16, 1959 TEN CENTS

TORIAL

E's Publicity

By Sherwin Kane

American Congress of Exhibi- on several occasions following extended meetings has sum- trade press representatives to ere presumed to be press con- s with its top officials or its ted spokesmen. The supposi- each instance was that a com- undown on the happenings at gthy meetings would be given vsmen and that they would be at most such conferences, to estions and receive full and te answers.

was not the case after the ieetings in mid-December, nor the case after last week's ACE s in New York.

he contrary, in both instances, ficials or their spokesmen had d statements which were given rters, and which, though in- te, ACE officials refused to am- n addition, reporters' questions ed to any subjects not included prepared statements were un- ed.

net result in both instances press handout limited to what fficials want the industry to bout their deliberations, and more.

e press protestations against mingly "star chamber" proce- ave been met only with the tion that much of what ACE , or proposes to do, involves or hitherto unexplored legal is and considerations. Public nts on them in advance, there- e deemed unwise.

explanation is perfectly valid e subjects and for the limited of time it should require to and dispose of the legal con- ns referred to.

es not justify what appears by be well on the way to becom- official policy of concealment, t, and of pre-censored hand- best.

needs the active and whole- support and cooperation of t body of American exhibitors. CE's own best interests it put a stop to an information f the kind described. It owes d frank, continuous disclosure ctivities to the exhibitors of through their trade press.

out it, misunderstandings and nsuming distractions line the ad.

Press Book to Promote 'Oscar' Night Locally on Way to Nation's Exhibitors

A press book for the industry sponsored Academy Awards telecast-broadcast has been completed under the direction of the Motion Picture Association of America advertising and publicity directors committee, and a copy is being sent to every exhibitor in the U. S. and Canada and to every TV and radio station presenting the program.

A copy of the press book also will be included in every special promotion kit which is being made available on order.

The cover of the eight-page press book urges exhibitors to "Put the Spotlight on 'Oscar' Night," April 6, when the 105-minute program will be on NBC-TV and radio and Canadian Broadcasting, uninterrupted by a

(Continued on page 2)

Ask High Court Rule On Md. Competition

From THE DAILY Bureau

WASHINGTON, Feb. 15. – The Supreme Court has been asked to rule that a Rockville, Md. theatre is not in competition with downtown Washington first-run theatres.

The case was brought by Orbo Theatre Corp., operator of the Villa theatre in nearby Rockville. Orbo charged that the eight major distributors refused to give first-run films to the Villa because they felt it was in competition with the downtown houses. Maintaining that it was not in competition with the Washington theatres and had been unjustifiably

(Continued on page 4)

Selznick Sues Loew's On Old Vanguard Films

SANTA MONICA, Feb. 15. – In Superior Court here Friday, David O. Selznick filed suit against Loew's Inc. asking the court to impress an amount equalling one half of the earnings of a group of Selznick films which the producer feels will yield the defendant $2,000,000 when shown on TV or in houses using other than standard size film.

The claim is based on a contract between Vanguard Films, a Selznick company, liquidated in 1951 and M-G-M.

'Oscar' Nominations for Short Subjects Listed

From THE DAILY Bureau

HOLLYWOOD, Feb. 15.–Nominations for the 31st annual short subjects awards of the Academy of Motion Picture Arts and Sciences were announced by George Stevens, president. A special short subjects nomina-

(Continued on page 2)

Flick Asks Calm Study Of N.Y. Censor Bills

Special to THE DAILY

ALBANY, N. Y., Feb. 15. – The motion picture industry would do well to study "dispassionately" the three bills on theatre licensing and distributor - exhibition advertising which will be the subject of a public hearing by the Joint Legislative Committee on Offensive and Obscene

(Continued on page 4)

Dallas WOMPI to Mark 7th Year; Johnston to Speak at Industry Fete

Special to THE DAILY

DALLAS, Feb. 15.–The Women of the Motion Picture Industry of Dallas will celebrate its seventh anniversary in May with "A Salute to Big D–The Motion Picture Capitol of the Southwest," it was announced by president Verlin Osborne. Speaker for the anniversary banquet, which has been set for May 13 in the Sheraton Hotel, will be Eric Johnston, president of the Motion Picture Association of America.

"In selecting the theme for the affair," Miss Osborne stated, "we wanted the Southwest, and particularly Dallas, to be aware of how important the motion picture industry is in this area. It will be an all-industry salute and we anticipate the attendance of every person employed in the motion picture industry in the Southwest, as well as State, civic and local dignitaries."

Miss Osborne announced the follow-

(Continued on page 3)

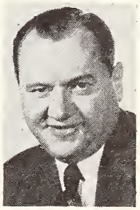
Heineman Says:

UA Confident; Has Product To Prove It

Convention Told Line-Up Is Finest in History

From THE DAILY Bureau

LOS ANGELES, Feb. 15. – United Artists is confident of the future and is expressing its confidence by meeting the demand for quality product, William J. Heineman, UA vice-president in charge of distribution, said here today.



William Heineman

Heineman spoke at the opening session of the company's 40th Anniversary sales convention. The meeting, held at the Ambassador Ho-

(Continued on page 4)

UA Banking Future On 'Global Thinking'

By SAMUEL D. BERNS

LOS ANGELES, Feb. 15.–United Artists is banking its future plans on purely "global thinking" with the entire world in focus, Arnold Picker, United Artists vice-president, in charge of foreign distribution, said in a press conference here.

Joined by Max Youngstein, vice-

(Continued on page 4)

Lider Is Re-Elected President of IENE

Special to THE DAILY

BOSTON, Feb. 15.–Edward W. Lider was re-elected president of the Independent Exhibitors, Inc., of New England, unit of national Allied, at its annual meeting here last week. Other officers include Julian Rifkin, first vice-

(Continued on page 4)

TELEVISION TODAY–page 5

PERSONAL MENTION

MARTIN S. DAVIS, Paramount's assistant director of advertising-publicity, has arrived in Hollywood from New York.

•

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, has returned to New York from Los Angeles.

•

William S. Paley, chairman of the board of directors, Columbia Broadcasting System, left here on Friday via B.O.A.C. for Montego Bay, B.W.I.

•

James G. Riddell, executive vice-president and a director of American Broadcasting-Paramount Theatres, left here at the weekend for the Coast, with a Friday stopover in Detroit for conferences at Station WXYZ.

•

Paul N. Lazarus, Jr., Columbia Pictures vice-president, left New York over the weekend for the Coast.

•

Morris Lefko, vice-president of the Michael Todd Co. in charge of sales, left here on Friday for Los Angeles.

•

Bernard M. Kamber, Hecht-Hill-Lancaster advertising-publicity director, was married in Honesdale, Pa., on Saturday to **Helen Taft**.

Expect 500 to Attend Texas Drive-In Meet

Special to THE DAILY

DALLAS, Feb. 15.—Some 500 theatremen are expected to begin registration here tomorrow at the Hotel Adolphus for the annual convention of the Texas Drive-in Theatre Owners' Ass'n. Headquarters will be in the Regency Room of the hotel with smaller areas set aside for panel discussion groups during the three-day affair.

A convention sidelight will be a luncheon tomorrow honoring Edwin Tobolowsky, general counsel for the drive-in group.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your
SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience!
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

'Oscar' Night

(*Continued from page* 1)

single commercial. In addition, many exhibitors are banding together locally and regionally to buy up local spots before and after the Oscar program in order to disassociate it completely with commercials. Suggestions for such a procedure are presented in the press book.

The book contains a page of expressions from key exhibitors testifying to the wide public interest and business benefits generated by the industry-sponsored 1958 Awards program. It gives reasons why it is the industry's "biggest annual public relations event" and why the individual exhibitor should identify himself with it.

There are suggestions for promoting the telecast locally, suggested newspaper stories and editorials, and ideas for theatre-TV cooperation. Ads and ad slugs of many kinds and sizes, of course, are included in the press book.

'Oscar' Nominations

(*Continued from page* 1)

tions committee, headed by Hal Elias, screened cartoon and live action entries from producing units throughout the nation and, by secret ballot, selected:

Cartoon subjects: "Knighty Knight Bugs," Warner Bros., John W. Burton, producer; "Paul Bunyan," Walt Disney Productions, Buena Vista; "Sidney's Family Tree," Terrytoons, 20th Century-Fox, William M. Weiss, producer.

Live Action Subjects: "Grand Canyon," Walt Disney Productions; "Journey Into Spring," British Transport Films, Lester A. Schoenfeld Films, Ian Ferguson, producer; "The Kiss," Cohay Productions, Continental Distribution Inc., John Patrick Hayes, producer; "Snows of Aorangi," New Zealand Screen Board, George Brest Associates; "T Is For Tumbleweed," Continental Distributing Corp., James A. Lebenthal, producer.

News Editors Warned Of Film Censor Moves

Under the caption, "The Next Gored Ox May Be Your Own," the 100th in the series of Compo ads in "Editor & Publisher," which appeared Saturday, warns editors that newspapers may not be immune from attack by advocates of censorship which are pressing for legislation against movies and other media in at least five states.

The ad points out that "freedom cannot be limited to only one medium of communications" and expresses the hope that "as the press speaks up, as we know it will, the voice of freedom will replace the voice of repression . . . of censorship . . . in the land."

Guinness to Head U.K. Tax Delegation

By WILLIAM PAY

LONDON, Feb. 11 (By Air Mail). Sir Alec Guinness will head a delegation of film actors to the House of Commons on Feb. 18 to address an all-party meeting on the industry's case for the abolition of the Cinema tax.

The industry has already given the Chancellor of the Exchequer, Heathcoat Amory, details of rising costs and falling attendances in graphic form. Despite the halving of the tax last year, giving relief to the industry of £14,500,000 a year, smaller cinemas have continued to close.

It is estimated that the present yield of the tax is £10,000,000 annually, approximately one-eighth of gross box-office receipts. And, complains the industry, the cinema is now the only form of entertainment subject to tax.

In addition to receiving the delegation, Members of Parliament will be shown a 15-minute film which demonstrates the effect of the tax on different sections of the industry. It includes excerpts from "Dunkirk," "A Night to Remember" and "The Horses' Mouth."

Production Staff for 'Oscar Show' Listed

From THE DAILY Bureau

HOLLYWOOD, Feb. 15.—Members of the production staff for the 31st annual Motion Picture Academy Awards were announced at the weekend by program committee chairman Valentine Davies. The "Oscars" will be presented during the ceremonies on the NBC-TV and NBC Radio Networks, Monday, April 6 (10:30 P.M. to 12:15 A.M., EST).

Lionel Newman is music director; his staff includes Vincente Minnelli, Bob Sidney (staging), Bobby Helfer (music supervisor), Murray Gerson (assistant), Charles Henderson (vocal music director), and Sammy Cahn (special lyrics).

Joe Parker is stage director, John De Cuir art director. Designer Edith Head is costume consultant.

Urge ACE Chairmen To Aid Compo Drive

S. H. Fabian, in behalf of the ACE executive committee, has sent a letter to all ACE area co-chairmen, urging them to enlist exhibitor support for the Compo dues drive, which opens today. Meetings will be held today in all exchange areas and ACE chairmen are asked to participate and give the drive their support.

Although Compo has been given responsibility for 11 projects which had been included in both the ACE and Compo programs, there has been no change in Compo's annual dues.

Warner Is Laud
By Sen. Humphr

From THE DAILY Bureau

WASHINGTON, Feb. 15.—Se
Humphrey (D., Minn.) has pai
bute to Warner Brothers Pi
president Jack L. Warner in co
tion with Jack L. Warner Wee

"More perhaps than any othe
ing man, Jack L. Warner has
tributed to the development an
vancement of this great mediu
motion pictures, Humphrey tol
Senate.

Humphrey said he believed
were few industries which ha
monstrated their devotion to
American people "more abun
and more continuously" than th
industry. There have been few, i
public-spirited causes in whic
industry and its leaders have n
operated, he added.

Sees World's Peoples 'Stirre

Turning to Warner, Humphre
that much of the credit of bri
sound to the screen could b
tributed to him and that W
Brothers Studios have produc
wide range of films which
stirred the American people an
diences throughout the world.
ticularly, he said, they have pro
many patriotic films high-li
great American ideals and his
moments, and "their contributi
the understanding of the Am
tradition of liberty is beyond
lation."

Fox Confirms Plans On Stereo Sound

From THE DAILY Bureau

HOLLYWOOD, Feb. 15. –
complete use of the full qualit
stereophonic sound in Cinema
motion pictures—with particula
phasis on the "surround" or
sound track on each piece of
was announced by Carl W. Fa
head of the 20th Century-Fox
Department. The announcemen
firmed a story first printed i
tion Picture Daily Feb. 4.

Planned for Coming Prod

Faulkner, pointing out that
than one-third of the nation's
tres are equipped with Cinema
equipment and full four-speaker
systems, said that forthcoming
Fox pictures would take full
tage of the surround strip for
ground scores, special sound
and off-stage atmosphere soun

He reiterated that *all* 20
CinemaScope productions cu
scheduled for production will b
in full three channel stereo
sound, and said that any report
contrary is "completely false."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

llas Group

Continued from page 1)

mittees which will handle ar-nts for the special occasion: ace Folsom, Interstate Circuit, general chairman; R. J. ll, Interstate Circuit, exhibitor n; W. B. Williams, Twentieth Fox, distributor chairman. ee chairmen working with lsom will be WOMPI's Susie , Lorena Cullimore, Ora Dell and Betty Bibb.

atire celebration of the Dallas seventh anniversary is under onal direction and supervision Melba Marten, first vice-presi- executive program chairman.

for Merger Study; Unions Opposed

om *THE DAILY Bureau*

YWOOD, Feb. 15. – The of the Screen Actors Guild directors that a thorough made of feasibility of merg-uild and the American Fed-f Radio and Television Art- to develop possible merger olving all actors' unions was by more than 95 per cent AG membership in a secret rendum, it was disclosed in elligence report at the week-

Equity, AGMA and the xtras Guild, who were invited to participate in the proposed study of various forms of merger of the Four-A's, indicated reluctance on their part to join the study through "impartial research organizations which are not able to comprehend the many idiosyncracies of our various jurisdictions."

Equity and AGMA plan to continue their own merger negotiations and expressed hope SAG and AFTRA will find a plan for merger in order that merger of Four A-'s branches might be better accomplished.

Honor Dore Schary for Inter-Group Activities

Producer Dore Schary was honored by the Metropolitan Council of B'nai B'rith lodges at a covenant breakfast in tribute to his inter-group activities, in the grand ballroom of the Roosevelt Hotel here yesterday. Six hundred members and guests of the Council and B'nai B'rith lodges of Manhattan attended the ceremony. The host for the occasion was Cinema Lodge, the entertainment and allied industries unit of B'nai B'rith.

Highlight of the affair was the presentation of a scroll by Alfred W. Schwalberg, first president of Cinema Lodge, to Schary. It read: "The Manhattan lodges of the Metropolitan Council of B'nai B'rith take pride in paying tribute to Dore Schary for his inspiring and courageous leadership on behalf of intergroup understanding in the field of motion pictures and the legitimate theatre."

Ready 'Ben-Hur' for Premiere in Fall

Plans for a fall premiere of M-G-M's "Ben-Hur" are moving ahead, following the recent studio visit by president Joseph R. Vogel to see four hours of the film in rough cut, the company said at the weekend.

At the same time it was reported that Oscar A. Doob is returning to the company to work on the special campaign for launching the film. Doob was formerly advertising-publicity head for Loew's Theatres and more recently handled special assignments in the M-G-M publicity department.

He and Dan Terrell, M-G-M Eastern publicity manager, will go to California March 2 for meetings with Howard Strickling, M-G-M ad-publicity director; Clark Ramasy, Morgan Hudgins, and the studio publicity and advertising staffs. Hudgins continues his special assignment on the picture after handling publicity in Rome during production.

Editing of the film will be continued by Sol C. Siegel, vice-president in charge of production, and William Wyler, director, when the latter returns to the Culver City studio on March 2 from Rome.

'Spy' to Fine Arts

"The Two-Headed Spy," Columbia release, will have its New York premiere at the Fine Arts Theatre on Monday, Feb. 23.

Johnston, Freeman Again Head MPA

From THE DAILY Bureau

LOS ANGELES, Feb. 15.–Eric A. Johnston and Y. Frank Freeman were unanimously re-elected president and board chairman, respectively, of the Association of Motion Picture Producers at the annual meeting here. Other officers, all re-elected, are: B. B. Kahane, vice-president; Steve Broidy, vice-president; Charles S. Boren, executive vice-president; and James S. Howie, secretary and treasurer.

Officers of Central Casting Corporation were also elected at the meeting and are as follows: Y. Frank Freeman, president; Morris Weiner, vice-president and chairman of the board; Charles S. Boren, executive vice-president, and James S. Howie, secretary and treasurer.

The Central casting board of directors is the same as that of AMPP.

'Beauty' Sets Records

CHICAGO, Feb. 15.–Walt Disney's "Sleeping Beauty" set two all-time records at the State-Lake Theatre here on its opening last Thursday, theatre officials said. The take of about $15,000 for the day was the best for a single day in the theatre's history, and the number of admissions was the highest ever. Latter were over 12,000.

FIRST TWO ENGAGEMENTS
"MIRACLE OF SAINT THERÉSÉ"
IN ENGLISH
A FILM OF RARE AND DIVINE INSPIRATION
●
UPTOWN, UTICA; BIGGEST GROSS IN 2 YEARS
$6000
●
FOSTER, YOUNGSTOWN
ALL HOUSE RECORDS BROKEN
7 DAYS $4000
●
ELLIS FILMS, INC., 1501 BROADWAY, NEW YORK CITY • TEL.: LO 3-5457

Five More Ohio Cities Drop Admissions Tax

Compo's continuing survey of state and local admission taxes reveals that five more Ohio cities—Ashtabula, Kent, Sidney, Steubenville and Wooster—have repealed their local 3 per cent admission taxes within the past year, Charles E. McCarthy, Compo information director, reported at the weekend. The number of Ohio communities imposing local admission taxes has dropped from 56 to approximately 40 in the last two years.

UA Confident

(Continued from page 1)

tel, was presided over by James R. Velde, general sales manager.

"Despite competition and changing markets, theatrical motion pictures still stand as the world's first line of entertainment," the UA executive said. "To sustain and strengthen the medium by distributing the best possible films will continue to be the first order of business at UA."

The convention is being held to map distribution of the company's 1959 product and began today, exactly eight years to the day after the Arthur B. Krim—Robert S. Benjamin management team took over leadership of UA. Heineman was a member of that team.

Calls UA "Number One Source'

Heineman told the meeting: "United Artists today is the industry's number one source of quality product. This is a fact and we have the pictures to prove it. Our feature lineup for the coming year is not only the best in the company's history. It matches the finest one-year program that the industry has ever seen.

"Our Fortieth Anniversary release schedule represents an investment of more than $65,000,000. It presents a minimum of 29 'blockbusters,' along with supplementary quality films. It features a superb array of stars, creative artists and pre-sold properties. The challenge that faces us is to see that this tremendous release program reaches the widest possible audience."

Ask High Court

(Continued from page 1)

deprived of first-run features, Orbo asked $220,000 triple damages.

The District Court turned down Orbo's plea and the appellate court upheld the lower court judgment. Orbo then brought the case to the high court, on the grounds that the lower courts should have "reviewed the facts."

SALES EXECUTIVE

Long associated in the domestic and foreign fields with established world wide contacts. Both Motion Pictures and Television. Write for full details. Box 217, Motion Picture Daily, 1270 Sixth Ave., N.Y. 20.

UA Banking Future on 'Global Thinkin

(Continued from page 1)

president; Roger Lewis, director of advertising and publicity, and Robert Blumofe, vice-president in charge of West Coast operations, in the UA offices at the Goldwyn Studios, Picker reported on the growth of UA over the past eight years, and its accomplishments in establishing outlets around the globe that now play 100 per cent of the company's product.

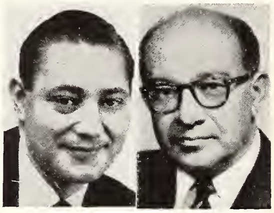
Foreign grosses of UA for the first nine weeks of 1959 are running 20 per cent ahead of those for the comparable period in 1958 which was the company's best year overseas, he pointed out.

Emphasizes Stars 'Promotion'

Global planning is a basic factor on the promotional side of the sales effort, Picker stated, citing names like Frank Sinatra, Kirk Douglas, Susan Hayward, Alec Guinness and Stanley Kramer for their participation in visits to foreign countries and film festivals to exploit and promote their respective productions. Picker said this has a double edge effect, not only for the launching of important films, but for the good-will relations that it creates for our State Department in the various countries visited.

Viewing global grosses for films, like "The Vikings," with a potential return of $14 to $15 million, Picker said the day will come when more money will come from foreign than domestic outlets. The only major problem affecting our foreign grosses is the changing rate of exchange, Picker added. He reported that the company now owns exchanges in 75 per cent of the foreign territories, while others are franchised.

Youngstein embellished on the global aspect, reporting that the company has increased its promotional manpower and promotional expenditures, internationally, by 25 per cent during the past year, the greatest in its 40-year history. Close to $9,000,000 was spent last year for promotion, and the gross sales figure for 1958 reached in excess of $82,000,000—$12,000,000 more than any time in the company's 40-year history, Youngstein stated to substantiate his point.



Arnold Picker Max Youngstein

"We do not treat our foreign department like a step-child. We look upon it as an integrated unit operation," Youngstein pointed

"We will top everything in power and promotion money thi and will continue our policy of i ing our trade paper advertising l with each succeeding year," stein continued.

At the same time Youngstein l as "disgraceful" ad-publicity pe firings now taking place in the in He challenged statements by companies claiming to increas promotion expenditures for fi the same time they are reducin staffs.

"Announcements about app tions for higher expenditures nothing unless the company h required manpower to create and then to go out and imp them," he declared.

Regarding modest budget Youngstein said the company terested in "idea films" like " Giant Step" and "Rabbit Tra "Marty"-type pictures. "We are terested in second feature p pictures," Youngstein stated.

In conclusion, Youngstein sai believe in having a blue print lease schedule that allows for promotion and exploitation; to s well enough in advance for sal promotional preparation, witho gaging in last minute pres selling."

Asks Calm Study of Film Bills

(Continued from page 1)

Material, at the Hotel Roosevelt, New York, Feb. 26. In framing a "rebuttal," the industry should so "calmly and unemotionally, recognizing the significance of the fact an established legislative committee, composed of able and serious-minded men, has proposed the measures, in the belief they are desirable. The committee is holding a hearing to examine the bills and to give all who desire an opportunity to testify, pro or con."

This opinion was expressed late Friday by Dr. Hugh M. Flick, former director of the motion picture division, State Education Department, and presently executive assistant to State Education Commissioner James E. Allen, Jr.

Cites 'DAILY' Editorial

Characterizing an editorial on the legislation, which appeared in Motion Picture Daily issue of Feb. 11, as "a carefully written, thoughtfully developed and clear presentation of one side of the question," Flick observed that, as with all controversial matters, "there are also two sides here."

The bills, in the drafting of which he had no part, represented a "tightening of control on distributor and exhibitor advertising" but he was not particularly concerned with their details.

"Philosophically," commented Flick, "we must ask ourselves why these and other pending bills—like those on juvenile delinquency—have been introduced: whether they do not represent legitimate efforts by serious legislators—the representatives of the public to regulate or curb undesirable trends in modern society."

"Why," he asked, "would members of the joint legislative committee bring down upon themselves the strong, if mistaken, disapproval, of the film industry, unless they honestly believed the proposed bills are in the public interest and welfare? What other motives could they have."

Points to TV Bill

Stressing confidence in the intent of major elements in the film industry and of most theatre operators, Flick did not think theatres the chief target of legislation. Another bill agendated for the hearing provides state licensing of television programs except current events, news and sports, he pointed out.

If theatres or the motion picture industry "is affected, the aim of the bills' sponsors is to strengthen both, by eliminating abuses—an effort in which both of the former should play a constructive, cooperative role." It would not be "by pounding the table or pleading the First Amendment," Flick declared, and added:

"Let both sides recognize the sincerity of the other; let there be a meeting of minds."

Reelect Lid

(Continued from page 1

president; Edwin J. Fedeli, vice-president; Henry Gaudet, tary; and Melvin B. Safner, tre National delegates are Rifkin, and Nathan Yamins.

Board members include Nor Glassman, chairman, and W. Bendslev, Ray Feeley, David Hc Arthur K. Howard, James G Frank T. Lepage, Albert B. Daniel J. Murphy, Philip D. berg, Donald McNally, Ben berg, Malcolm Green, Yamins, Yanofsky and Edward S. Redstc

'Anne' Advance Sa Now Nears $100,

An advance sale nearing the 000 mark has been reported for Stevens' "The Diary of Anne which will have its premiere served-seat attraction at the Rl ace here March 18.

After only a week of a cr counter sales at the boxoffice than a week after the first ma ad appeared, the 20th Cent release had rolled up an outs number of ticket orders and sa advance is already the highest film ever to play the Palace, stated.

Meanwhile, RKO theatres metropolitan area have set u ties to accept reserved sea oorders for the picture.

OUR VIEW

: matter of the utilization of ·vision and radio networks as ums for editorializing came in rther and intelligent comment lay last from Edward R. Mur- the CBS TV and radio com- tor. Considerable weight is lent words by reason of the uni- respected position he holds in ation—if not in the world—as f the foremost electronic re- -editors, if we may coin a

was speaking Thursday on the of a two-part television pro- in the series, "The Press and ople." Produced at WGBH-TV ton, under a grant for the Fund e Republic, Inc., the series is ated by Louis Lyon of Har- Nieman Foundation for Jour- . The specific title of the second w telecast was "The Respon- of Television."

•

Murrow made the point the is week in the first of his two hat the networks should editor- should of course accept full sibility for such TV editorials, at they should be clearly sep- from the news content of any n. With that view, and with ntention that television is in- proper forum for editorial ex- n, we are in hearty accord. It ortant, we feel, that television right and proper place among mmunications media, along- the newspaper, if you will, full realization of that position almost automatically the as- on of an editorial viewpoint, tfully and carefully rendered. are further in accord with the v points that the networks make ter effort to editorialize, and e TV editorial should be clear- led for what it is, and should ponsored. That last is of the t importance, since it would ly be a serious mistake for nsor of a program, a company a product for sale to the public, to take sides in what rily would be a controversial Inevitahly, some among the would not take kindly to the f view expressed on the issue noment, and not take kindly, as t, to the product said sponsor ing to sell. From the sponsor's f view, sponsorship of editorial nt, as such, would be foolhardy disastrous.

•

onnection with the matter of issemination via television, Mr. v makes the interesting point, ich bears watching, that a lack ires sometimes forces the most nt news story into a secondary , while good pictorial mate- l elevate a second-rate story op spot. That is a mistake, he and we agree. He cited last ay the grave danger in mixing nd editorial comment on the same program. He is quite obviously correct in that view.

In connection with the matter of informational telecasts, an interesting sidelight emerges in the report that the National Association of Broadcasters has asked the United States Supreme Court to make it clear that television and radio broadcasters cannot be sued for libel arising from political broadcasts which they must carry under the law. The case is that of a Farmers group, suing WDAY, Inc. The case is on appeal from the Supreme Court of North Dakota, which ruled for the station. It is to he hoped, and assumed, the high court will do likewise.

—*Charles S. Aaronson*

Television Today

Creativeness in Advertising Is Urged by Goldenson

Special to THE DAILY

BIRMINGHAM, Ala., Feb. 15.—The creativeness of American industry, which is so important a factor in keeping the United States expanding and our standard of living moving ever higher "must be matched by equal creativeness by business executives and the advertising men and women who will market and sell these products," Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., said last night in an address at the Birmingham Advertising Club's Annual Award Banquet. Goldenson and Oliver Treyz, ABC Television president, were honored guests for the occasion.

L. H. Goldenson

"Only through the creativeness of advertising," Goldenson said, "will it be possible for the masses of our people to enjoy to the fullest the new products that the fertile minds of our technicians will turn out in increasing supply. For, unless these products can be mass marketed, their cost of production will keep them far out of reach of the average consumer."

The cornerstone of AB-PT's existence, and of its various subsidiaries including ABC Television, is artistic creativity, Goldenson noted. But without the creative business executive, the efforts of the artists who produce "the product we see—entertainment—would not be enough to achieve business success. Our creative artists and our creative business executives must and do work together as a team, each helping the other create new concepts and to make them a reality."

Young people particularly, Goldenson said, "have the freshness, the vitality and the mental agility to move firmly ahead in meeting the new challenges of today."

With American society constantly changing, he continued, new methods are required to achieve them. "Young people, whose ideas and methods of operations are not rooted in the conventions and successful patterns of the past, can establish and tackle these new goals with a freshness of vision."

Treyz told the gathering that television "station-starvation" in Birmingham, and other markets such as Louisville, Syracuse, Rochester and Shreveport, which have only two TV channels, "takes its toll on the whole nation." In addition it depresses business and deprives viewers of many top network programs in the market itself, he said.

Sees Benefits 'Beyond Reach'

National advertisers, Treyz said, today enjoy greater efficiency, greater audience delivery and impact as a direct result of ABC-TV's new stature in the markets where it competes. "But so far as Birmingham's advertisers are concerned, these benefits are still beyond reach."

A television network, he continued, "is only as strong as the sum of its affiliated stations, working together as a team. ABC-TV's lack of a live affiliate in Birmingham weakens it in its ability to serve its advertisers, stations and viewers throughout the nation."

Series on England Is Offered to TV Stations

"Topic," an interview type television film series about modern Great Britain and her people, is being offered for free loan to TV stations, starting March 1, through the regional offices of the British Information Services.

The 13 quarter-hour films feature an American couple abroad, Joan and Julius Evans, who visit many sections of Britain and meet with Britons.

NTA Elects Bucher

H. I. Bucher, general attorney for National Telefilm Associates, Inc., has been elected secretary of the company, Ely A. Landau, NTA chairman of the board, announced. Before joining NTA three-and-one-half years ago, Bucher was associated with the law firm of Connor, Chopnick and Garrell, specialists in entertainment and copyright law.

Coca-Cola to Present TV Specials Series

The first in a series of TV specials based on the theme "America Pauses . . ." will be presented on the CBS-TV Network on Monday, March 30, by the Coca-Cola Co. Entitled "America Pauses for Springtime," the hour-long presentation will feature Herb Shriner and Marge and Gower Champion, among others.

Barry Wood, who produced "Wide, Wide World" for NBC, will be executive producer of the Coca-Cola program, which, while originating in New York, will feature remote pickups throughout the country. Approximately 189 stations will carry the program, which will make extensive use of video tape.

Three Magazines Selected

The Coca-Cola series will be an example of magazine ads being brought to life on television. Prior to each program, Coca-Cola will place double-page color spreads using the same "America Pauses . . ." theme as the TV series. "Life," "Saturday Evening Post" and "Look" are among the magazines that have been selected for this campaign.

Rule for 20th-Fox in TV Plagiarism Suit

From THE DAILY Bureau

LOS ANGELES, Feb. 15.—A Los Angeles Federal Jury has ruled in favor of 20th Century-Fox against the plaintiffs in a $150,000 plagiarism suit brought against the film corporation. The jury unanimously returned the verdict in Judge Harry C. Westover's Court against writers J. Robert Bren and Gladys Atwater, who charged that the "Devil's Eye" segment of the "Broken Arrow" television series, filmed by TCF-TV in 1957, was stolen from their story and screenplay "Stolen Face."

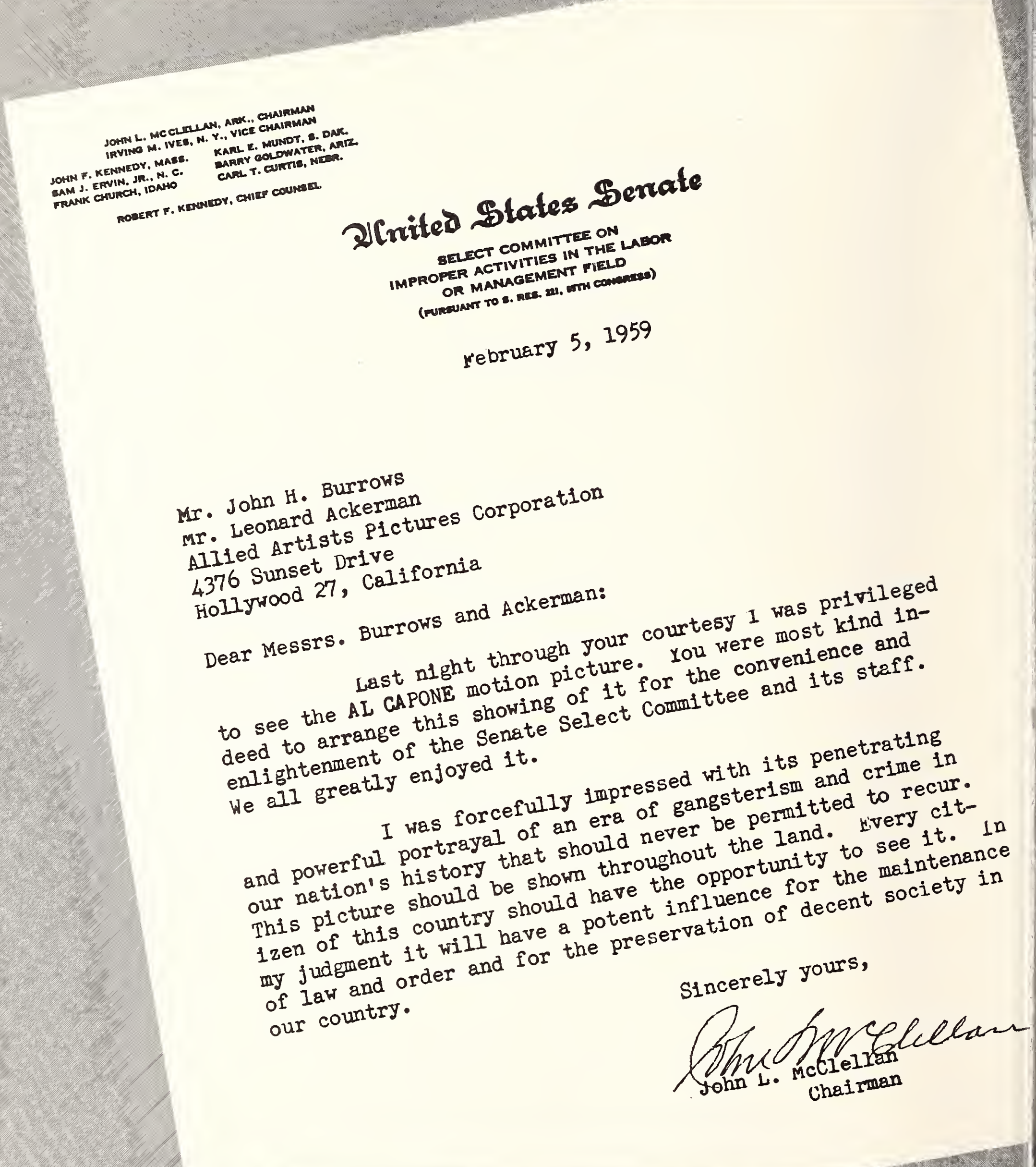
One of 39 Filmed Episodes

The verdict confirmed the defense position that mere assimilation of a number of items of public domain material does not in itself prevent the use of other, similar public domain material. The story "Devils Eye" was written by Harry Kronman and Milten Rosen with screenplay by Rosen. It was one of 39 segments filmed by TCF-TV for the "Broken Arrow" series.

EVERY DAY ON EVERY CHANNEL TV
BROOKS COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

A REPORT FROM THE NATION'S CAPITO

A message of vital interest to the entire industry from Senator John L. McClellan...



JOHN L. MCCLELLAN, ARK., CHAIRMAN
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CARL T. CURTIS, NEBR.
ROBERT F. KENNEDY, CHIEF COUNSEL

United States Senate
SELECT COMMITTEE ON
IMPROPER ACTIVITIES IN THE LABOR
OR MANAGEMENT FIELD
(PURSUANT TO S. RES. 221, 85TH CONGRESS)

February 5, 1959

Mr. John H. Burrows
Mr. Leonard Ackerman
Allied Artists Pictures Corporation
4376 Sunset Drive
Hollywood 27, California

Dear Messrs. Burrows and Ackerman:

Last night through your courtesy I was privileged to see the AL CAPONE motion picture. You were most kind indeed to arrange this showing of it for the convenience and enlightenment of the Senate Select Committee and its staff. We all greatly enjoyed it.

I was forcefully impressed with its penetrating and powerful portrayal of an era of gangsterism and crime in our nation's history that should never be permitted to recur. This picture should be shown throughout the land. Every citizen of this country should have the opportunity to see it. In my judgment it will have a potent influence for the maintenance of law and order and for the preservation of decent society in our country.

Sincerely yours,

John L. McClellan

John L. McClellan
Chairman

"AL CAPONE"...*one of the year's most important motion pictures will be available soon from* **ALLIED ARTIS**

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

31, NO. 31 NEW YORK, U.S.A., TUESDAY, FEBRUARY 17, 1959 TEN CENTS

chronism'

position to nsorship in nsas Mounts

e Unit Approves Bill; Asks Abolishment

Special to THE DAILY

;AS CITY, Feb. 16. – Opposi- film censorship in Kansas con- to mount over the weekend influential "Kansas City Star" y publishing a strong editorial the State Board of Review achronism." This statement paper was preceded by ac- iday from the Federal and fairs Committee of the Kan- te approving a bill to abolish e-member censor board.

committee's action followed a lea by Sen. Fayette E. Rowe mbus, Kans., who termed the "a useless board with scarcely er."

contended that the board costs

Continued on page 4)

ble Brotherhood y Paying Off

lexible policy announced by Amusement Industry Chair- x Harrison whereby area ex- nd distributor chairmen deter- convenient time for their ter- observance of Brotherhood paying off handsomely, ac- to reports received by Harri- National Exhibitor Chairman G. Hyman since the policy to effect.

eports show that not only will

Continued on page 5)

pulsion' to Rivoli; Play Two-a-Day

pulsion" will be the next at- at the Rivoli Theatre here. Century-Fox release, which D. Zanuck produced for Dar- anuck Productions, Inc., will ne current reserved seat en- t of Rodgers and Hammer- South Pacific" in Todd-AO. ision as to whether "Compul- l be shown on a reserved seat nuous run basis will be an- shortly

Joint Committee Calls Meeting To Consolidate Anti-Pay-TV Drive

The Joint Committee on Toll-TV, which has been asked by the American Congress of Exhibitors to take over the anti-pay-TV campaign initiated by Theatre Owners of America, will meet in Washington, D.C., on Sunday, March 1, to organize and continue the campaign without interruption.

Philip F. Harling, who with Trueman T. Rembusch is co-chairman of the Joint Committee, has issued a call to 18 exhibitor leaders representing all the trade associations associated with ACE to attend a supper conference at the Mayflower Hotel. The

(*Continued on page* 4)

Film Subject Is Best 'Star': Litvak

By WARREN G. HARRIS

In spite of increasing competition, the motion picture industry has "a hell of a chance" to survive, if it just "concentrates on making the best films possible." This was the optimistic opinion of producer-director Anatole Litvak here yesterday as he met the trade press at Sardi's to discuss his new MGM release, "The Journey."

Of the same mind as many other producers—namely, that if you don't

(*Continued on page* 5)

Columbia Studio Plants For Independents, TV

From THE DAILY Bureau

HOLLYWOOD, Feb. 16. – Columbia Pictures is making its entire Gower Street studio facilities, with 15 stages, its Sunset studios with five stages, and ranch covering 36 acres with standing sets, available for rental to independent motion picture and television producers.

Executive office space as well as departmental facilities are also included.

RKO Circuit Is First To Pledge 'Oscar' Aid

The first official pledge of theatre support for the promotion of the 1959 Academy Awards telecast was received yesterday by Compo for the 75 theatres of the RKO Circuit. The pledge was sent by Harry Mandel, vice-president and advertising director of RKO Theatres to Charles E.

(*Continued on page* 4)

U's Loss After Write-Off, $2,020,000 in '58

After substantial reductions in operating expenses of the Universal studio last year, the change in production policy to higher budgeted properties and deals with independent producers, and the sale of the studio property to Music Corp. of America, Universal

(*Continued on page* 5)

REVIEW:

Rio Bravo

Hawks—Warner Bros.

In a period when so many westerns have gone "adult", it is refreshing to find one that reverts to the practice of telling an engrossing story straight. Howard Hawks has made his "Rio Bravo" in this latter tradition and not the least of the film's values in the theatre market today will be the nostalgia it will arouse in adult moviegoers for more of the straightforward and uncluttered storytelling that marked the westerns of yesteryear.

No preachy moralizing or trips down bypaths in search of "significance" block the single-purposed drive of "Rio Bravo." No stress on "psychology," either. Hawks is content to tell a simple tale in an entertaining manner. It is all so easy when you know how.

And Hawks, who both produced and directed, does. He started out

(*Continued on page* 4)

Youngstein Says:

UA to Invest $70,000,000 In 1960 Films

Long-Range Plans Told Sales Convention Delegates

From THE DAILY Bureau

LOS ANGELES, Feb. 16. – United Artists will invest between $65,000,000 and $70,000,000 for production in 1960, it was announced today by vice-president Max E. Youngstein at the company's Fortieth Anniversary sales convention here at the Hotel Ambassador.

The sales meeting, to map distribution for what is described as the strongest product lineup in UA's history, is being presided over by William J. Heineman, vice-president in charge of distribution, and James R. Velde, general sales manager.

"Our commitments with producers and star-producers now number almost 70," Youngstein told the convention delegates. "Our success in attracting the outstanding creative

(*Continued on page* 2)

UA Realigns Domestic Sales Divisions

From THE DAILY Bureau

LOS ANGELES, Feb. 16.—United Artists is realigning its domestic sales divisions in a move to afford "maximum selling impact for the greatest concentration of top quality product in company history," it was announced today by James R. Velde, general sales manager, at the Fortieth Anniversary sales convention here.

Under the new plan, the territorial

(*Continued on page* 2)

Texas Drive-in Group Opens 7th Convention

Special to THE DAILY

DALLAS, Feb. 16. – Robert J. O'Donnell, general manager of the Interstate Circuit, and other prominent Texas showmen paid tribute to Edwin Tobolowsky, retiring chief barker of Tent Variety Club No. 17, in a testimonial luncheon today in the Adolphus Hotel. The testimonial

(*Continued on page* 5)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, has returned to New York from California.

•

MILTON R. RACKMIL, president of Universal Pictures, returned to New York last night from Hollywood.

•

SID BLUMENSTOCK, vice-president of Embassy Pictures, in charge of advertising-publicity, left here yesterday for Boston to address the convention of the Drive-in Theatres Association there.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Los Angeles from New York.

•

BUFORD STYLES, Universal-International branch manager in Jacksonville, is visiting in Atlanta, where his mother is ill.

•

ROBERT H. O'BRIEN, vice-president and treasurer of Loew's, Inc., and GEORGE T. SHUPERT, vice-president in charge of television, have returned to New York from Hollywood.

•

J. J. COHN, M-G-M production executive, returned to New York over the weekend from Rome.

Florida Unit Backs TOA

Theatre Owners of America's campaign to have military posts defer the playing of pictures until after commercial theatres have exhibited them has received the support of another regional theatre group—Motion Picture Exhibitors of Florida—in a resolution received by Robert J. O'Donnell, chairman of the Army-Navy pre-release committee, from Arnold Haynes, president of MPEOF.

Rites for Adolph Selig

DENVER, Feb. 16.—Funeral services were held here last week for Adolph Selig, father of Robert W. Selig, president of Fox Intermountain Theatres, who died here last Tuesday. The elder Selig was the son of Hugo Joseph Selig, one of the pioneer citizen settlers of Colorado. He is survived also by a son, Charles, of Crescent City, Cal., and a daughter, Elizabeth Hultsman of Denver.

UA Realigns

(*Continued from page 1*)

United States and Canada will be divided into the following three major divisions: Eastern and Canadian; Central and Southern, and Western.

Milton E. Cohen, terminating his position as supervisor of sales for "Around the World in 80 Days," heads the newly-created Eastern and Canadian division. Sidney Cooper, formerly Central district manager, has been promoted to division manager of the newly-formed Central and Southern Division. Al Fitter continues as Western division manager.

Conforming with the new territorial realignment, William Marchese becomes Eastern and Canadian Division contract manager, and Phil Gettelson is appointed Central and Southern Division contract manager. Arthur Reiman remains as Western Division contract manager.

John Hughes, formerly Eastern and Southern contract manager, is promoted to New York circuit contact in the new sales shifts.

Shaw and Wren Elected To UATC Directorate

Leo G. Shaw and Lawrence Wren, investment bankers, were elected to the board of directors of United Artists Theatre Circuit yesterday, George P. Skouras, UATC president, announced.

Shaw is a partner in Ladenburg, Thalmann & Co., and earlier was a partner in Saloman Bros. & Hutzler. He was a member of the board of governors of the American Stock Exchange for two years. Wren has been an associate in Charles Allen & Co. for 20 years, and in Wall Street for the last 38 years.

Big 'Orchid' Grosses

Paramount's "The Black Orchid" is proving a big grosser in all six theatres where it is now having regional premieres in advance of next month's national release. A "smash" gross of $11,630 was recorded for the first four days at the 520-seat Plaza in New York. The initial four days at Chicago's Esquire brought a big $13,000, while the first five days of the second week of the world premiere engagement at Philadelphia's 600-seat Arcadia yielded a towering $11,109. The combined gross for the first four days at Loew's 170th Street, the Coral Gables Trail and the Flamingo, all in Miami Beach, is a robust $16,000.

Sen. Lusk Dead

CORTLAND, N. Y., Feb. 16.—Clayton R. Lusk, who as a senator was a sponsor of the 1921 bill which established motion picture censorship in New York State, died at his home here Saturday after a brief illness. He was 82.

Academy '58 Nominations Will Be Revealed Monday

From THE DAILY Bureau

HOLLYWOOD, Feb. 16. — Announcement of the nominations for the 31st awards of the Academy of Motion Picture Arts and Sciences will be made Monday, Feb. 23, with the final results slated for worldwide presentation on April 6.

Minimum Wage Bill Could Affect Theatres

By J. A. OTTEN

WASHINGTON, Feb. 16.—There were differences of opinion here whether a new minimum wage bill introduced in Congress today would cover larger theatres.

The bill was sponsored by Senators Kennedy (D., Mass.) and Morse (D., Ore.) and Rep. Roosevelt (D., Calif.). The man who drafted the bill for Senator Kennedy said it was not meant to cover theatres. But other labor officials said that on the basis of past Labor Department practice, the bill would.

Kennedy is chairman of a Senate Labor Subcommittee which will take the bill up as soon as it finishes work on labor reform legislation. Hearings may start in about a month.

Right now, theatres are exempt from the minimum wage law. The Kennedy bill would boost the present $1 an hour minimum to $1.25 and extend coverage to larger retail and business service establishments. It would cover all but retailers with annual sales of less than $500,000 or owned by one family.

A Kennedy aide said he did not feel theatres would come under the retail or business service category. But some Labor Department officials said that under past department rulings, this wording could be interpreted as covering theatres.

U-I Names Thompson Studio Production Head

From THE DAILY Bureau

HOLLYWOOD, Feb. 16.—Edward Muhl, vice-president of Universal Pictures in charge of production, today named Foster Thompson as U-I production manager, succeeding George Golitzin. Thompson will function under supervision of Morris Weiner, U-I studio general manager.

Thompson, who has been serving as assistant production manager, came to Universal with International Pictures at the time the two companies merged in 1946.

Golitzin, who has resigned to become an associate producer at the Walt Disney studio, will take over his new duties at the end of the week.

UA to Inve

(*Continued from page 1*)

artists is a result of our proven
to promote and to sell.
"Now that we have achieve
position as the Number One
of quality product, we don't
to sit on our laurels. Our go
the coming year is to create
strength and new growth. We
nize no fixed limits to our pot
We're very confident and very e
about the program we've asse
for 1959. We expect to conti
attract production and perf
talent in growing numbers."
Underscoring UA's newl
primacy in the motion picture
try, Youngstein recalled that
years ago when the new mana
group headed by president Art
Krim and board chairman Rol
Benjamin took over the reins,
Artists had not received a sing
film from an independent prod
nine months.
"Today," he said, "our long
production program encompass
ects through 1962. Properties
schedule include many of th
sought-after books and plays.
for UA are shooting on thre
tinents."
As an illustration of UA's
strength in its fortieth anni
year, Youngstein listed titles
films that are now editing or s
and 15 in active preparation.

Dinoff Joins WMG

Lester Dinoff has been ap
publicity director of WMGM
York, effective immediately.
was formerly in the publicity
ment of Rank Film Distribu
America, and before that was
editorial staff of MOTION P
DAILY.

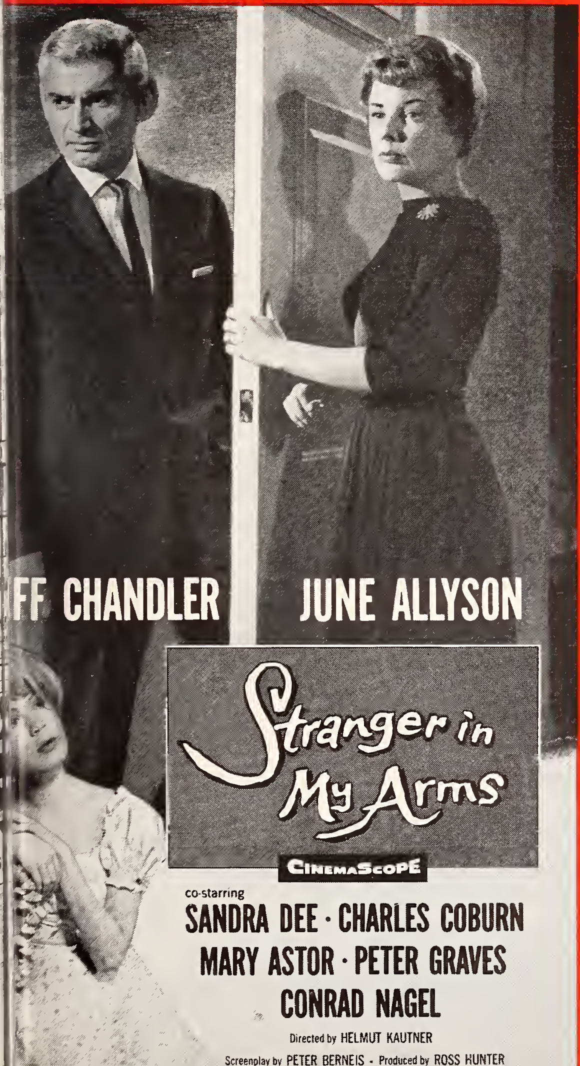
NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
FRANK SINATRA · DEAN MAR
SHIRLEY MacLAINE
"SOME CAME RUNNIN
A SOL C. SIEGEL PRODUCTION from M
and GALA NEW STAGE SPECTACL

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
A
Are Yours
WHEN
YOU NEED
Ex
SPECIAL
TRAILERS
1327
So. Wabash
Chicago 5

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman.
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixtb Avenue, R
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 tim
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

STRANGER IN MY ARMS is TOPPING "Tammy and the Bachelor" in early openings!



FF CHANDLER

JUNE ALLYSON

Stranger in My Arms

CINEMASCOPE

co-starring

SANDRA DEE · CHARLES COBURN

MARY ASTOR · PETER GRAVES

CONRAD NAGEL

Directed by HELMUT KAUTNER

Screenplay by PETER BERNEIS · Produced by ROSS HUNTER

Ask any exhibitor in the Georgia, Alabama, Tennessee "kickoff" Territory!

Date it Now!

Universal International

Anti-Pay-TV

(Continued from page 1)

Joint Committee will now be comprised of the original members, plus TOA's pay-TV committee and members of ACE's pay-TV committee who were not members of the original Joint Committee.

Harling, who is also chairman of TOA's committee, said the Joint Committee will take over TOA's current grass-roots campaign, in which exhibitors have been asked to enlist the support of civic groups, women's organizations, labor unions, veterans posts, and other groups interested in banning by legislation all forms of pay-TV, cable as well as broadcast, as being contrary to the public interest. Congressional support of the bill introduced by Congressman Oren Harris of Arkansas, chairman of the House Interstate and Foreign Commerce Committee, which would accomplish this, will be sought by the Joint Committee.

Will Study Financing

The Joint Committee will also review plans for financing the campaign, Harling said.

Members of the new Joint Committee who have been invited to the Washington meeting, are:

Rembusch, George G. Kerasotes, E. LaMar Sarra, Sumner M. Redstone, Wilbur Snaper, Julius Gordon, Solomon M. Strausberg, Morton Sunshine, Ralph McClanahan, James Arthur, and Arnold Childhouse.

Also Mitchell Wolfson, Albert M. Pickus, Julius F. Tuehler, William Namenson, Samuel Rosen, and Edward Fabian.

Marcus Cohn of Cohn and Marks, Washington law firm, who was retained by T.O.A.'s committee as counsel for the campaign, will also attend.

RKO Circuit First

(Continued from page 1)

McCarthy, Compo information director. McCarthy said he expects that total pledges will more than double the 3,000 participating theatres last year.

Mandel's pledge was received in advance of the distribution of the Academy Awards pressbook which is being sent to all exhibitors and includes the pledge form.

Two Films to Bow

Allied Artists' "House on Haunted Hill" and Universal's "The Restless Years" will have their first New York openings as co-features at the RKO Albee Theatre in Brooklyn starting tomorrow.

Rio Bravo

(CONTINUED FROM PAGE I)

with a script that sticks admirably to a central issue—the determination of a sheriff in a western town to carry out his duty to arrest a murderer and to hold his prisoner for trial in the face of attempts by the killer's friends to set him free. To those who object that this story has been told before, the answer is obvious. All you need is a freshness in the manner of telling. This "Rio Bravo" has,

It also has John Wayne to play the sheriff, and that's as sure a guarantee for box office success that a western can have. Co-starring with him is the "new" Dean Martin, again giving a good dramatic performance (as he did in "Some Came Running"), and Ricky Nelson, the singing idol of the teenage fans, is cast in a prominent role. Also on hand is Walter Brennan, playing the cantankerous old sidekick of the sheriff. (In that casting is where "nostalgia" really sets in!)

Like all good westerns should, "Rio Bravo" moves to a climactic showdown between the sheriff and his enemies, and when this one comes it is a rousing episode in which the heroes finally use dynamite to set afire the building in which their opponents are hiding.

In the meantime, suspense has been built up through a series of skirmishes in which the hero and his friends usually emerge with the upper hand. In one of these the heroine attracts the attention of the villains by throwing a vase out of a window. Old fashioned! Sure, but here it's fun.

AND SO ARE the characters in the story. All of them help immensely to keep interest high throughout the film's long (2 hours, 21 minutes) running time, because they are so likeable and easy to comprehend. Wayne has no complexes; he is simply the dedicated town official who carries out his duty as he sees it, and the actor goes at the role with a vigor that belies the fact he's played such a sheriff before. Nelson is fresh and ingratiating as the young gun hand who rallies to the aid of Wayne, and Martin is also sympathetic as an uncomplicated alcoholic who pitches in to do his part for his friends. As for Brennan, there is only one word: hilarious. And John Russell and Claude Akins are appropriately nasty as the chief evildoers. No neuroses here, either; they're just plain mean.

Supplying the romantic interest is Angie Dickinson, an actress who has not made much of an impression in previous films. She proves here she has a real personality, and she keeps her love battles with Wayne free of cliche.

Everything else is also tuned to the whole: the dialogue is natural and flavorful (Jules Furthman and Leigh Brackett wrote the script); the Technicolor photography is first-rate; the music by Dimitri Tiomkin unobtrusive. The latter has composed a western ballad, "Just My Rifle, Pony, and Me," with lyrics by Paul Francis Webster. Martin and Nelson, joined by Brennan, sing it as a pleasant musical interlude in one scene.

"Rio Bravo," in short, is a grand show.

Running time, 141 minutes. General classification. Release, in April.

RICHARD GERTNER

Fire Damages Theatre

KINSTON, N. C., Feb. 16.—Fire of undetermined origin swept through the Paramount Theatre building here Feb. 8. Loss was estimated at $35,000 or more. The projection room was destroyed by flames and a portion of the roof and balcony caved in. The Paramount is one of two downtown theatres in Kinston.

Kubrick Replaces Mann

HOLLYWOOD, Feb. 16.—Stanley Kubrick today took over direction of "Spartacus," the Bryna production for Universal release, replacing Anthony Mann, who resigned because of "artistic differences." The film has been shooting at the studio for only four days, following a brief period of location filming at Death Valley.

Kansas Bi

(Continued from page 1)

the theatres about $50,000 a y
fees and postage and is merely
women who have an idea the
keepers of the public morals."

The committee's step mean
the bill now will go before the
for debate. A similar bill to a
the censor board is before the

In the editorial entitled "The
sas Censor Board Serves No Pu
the "Kansas City Star" said
may have been good reason fo
censorship of motion pictures
the industry was in its infancy.
the censor board is an anachr
Successive court decisions ha
stricted its field until today i
ban a film only on the grou
obscenity.

"Ever since the United Stat
preme Court overruled its ban
Moon Is Blue,' the Kansas Boa
been on shaky ground. It is d
that it could sustain action
any film approved by the ind

"Censorship as such is abl
to most persons," the newspap
cluded. "While the standard pr
may furnish delightful and di
entertainment for the board,
group of legislators once ob
the censor board has become
pally a means of harrassing the
pressed movie industry. There
justification for continuing it."

Film Ads in Press
Major N.Y. Bd. Con

Special to THE DAILY

ALBANY, N. Y., Feb. 16. —
the jurisdiction of the Motion
Division of New York with res
obscenity in films is fairly well
lished, there are other cat
which the group is at present
to control legally. This point h
emphasized in the Division's
report by director Louis M.
who is expected to be a witnes
public hearing on three bills o
tre licensing and film adverti
be held in New York City
by the Joint Legislative Comm
Offensive and Obscene Materi

Commenting on the "harmfu
rial" in films which do not fall
the legal definition of ob
Pesce refers to "increasingly
sive" advertising. The Divis
points out, has jurisdiction ove
and banners ads but none o
ads in the press. One of the p
of the new legislation is to str
the holding to account of the
tor and the exhibitor who
advertising for newspapers.

THE GEVAERT CO.
OF AMERICA, INC.
GEVAERT

Sales Offices
and Warehouses
at

Photographic materials of extraordinary quality for over half a century

321 West 54th Street
New York 19
New York

6601 N. Lincoln Ave.
Lincolnwood, Ill.
(Chicago)

6370 Santa Monica Blvd.
Los Angeles 38
California

1355 Conant Street
Dallas 7
Texas

1925 Blake St.
Denver 2
Colorado

A Co
Line
Profe
Cine

PEOPLE

h **Payton,** formerly associated inerama here, has been engaged mote group sales for the Albany, run of "South Pacific" at the Warner Ritz Theatre in that he picture will open on Thurs- ith a benefit performance for nefit of Variety Club's Camp er.

☐

Furfaro, manager of the Fox , Spokane, is one of the six ees of National Theatres who ve on Saturday for a vacation Hawaii. The six were winners company's business builder

☐

d **L. Mendelsohn,** assistant anager of Universal Pictures' n division, on or about March join Elliot, Unger and Elliot, rs of television filmed com- s, as general sales manager.

Columbia Films n Circuits Here

ng with the currently playing th Voyage of Sinbad" and an Rides Alone," a total of lumbia Pictures films will be on the Loew's or RKO circuits York in the next month.

ng with "Sinbad" on the RKO s "High Flight." Scheduled to the Loew's houses are "Bell, d Candle," "The Last Blitz- "Good Day for a Hanging," yed with Fire," "Ghost of the Seat" and "Tarawa Beach-

s Drive-in Group

ontinued from page 1)

was a sidelight affair of the day of the seventh annual convention of the Texas Theatre Owners Association. sky is the association's gen- nsel.

dition to O'Donnell of Inter- harles Weisenburg, president enburg Enterprises, and John president of Rowley-United, the retiring chief barker for tion to Variety causes and his efforts on the club behalf is two years in office. He was d with a Variety gold life ship card.

afternoon convention session, Lachman, president of Lor- rbons, presented a film dem- g how carbons are made showing carbons in actual eding the showing, he spoke optimism in Hollywood on for this year and said "The Game" and "The Diary of rank" will boost box office n the coming months as two nest films ever made.

Brotherhood

(*Continued from page* 1)

more theatres participate in Brotherhood Week observance, but there is every indication that by the deadline date, May 2, resultant proceeds from the new industry procedure will be of record proportions. The prediction is based on the much greater activities already under way, it was stated which reflect a greater enthusiasm among exhibitors than has been observed for the past five years. Cooperation has been enlisted from state governors, mayors, department and other stores, banks, superintendents of schools, etc.

Universal's Loss

(*Continued from page* 1)

is hopeful that a profitable operation will now result for the company, Milton R. Rackmil, president, and Nate J. Blumberg, board chairman, advise stockholders in the annual report released yesterday.

The report reveals that Universal's net loss after all taxes but before special wrote-off amounted to $1,220,000 for its last fiscal year, ended Nov. 1, 1958. The net loss after the write-off was $2,020,000. The result compares with net profit of $2,844,000 in the preceding fiscal year.

The write-off of $800,000 consisted mainly of story properties on hand which now, because of the change in production policy from program fare to high budget properties, are not expected to be produced.

Universal's film rentals and sales last year amounted to $56,680,000, compared to $72,442,000 the preceding year. Selling, general and administrative expenses, foreign and domestic combined, were reduced from $25,550,000 in 1957, to $21,040,000 last year. Total costs and expenses were down from $65,840,000 in 1957, to $59,709,000 last year.

The report shows cash of $9,307,000, compared with $6,539,000 a year earlier, and total current assets of $39,019,000, compared with $48,355,000 at the end of the 1957 fiscal year. Total current liabilities are listed at $7,469,000, compared with $11,940,000 the year before.

Eastman Opens Color Lab in Panama City

Special to THE DAILY

PANAMA CITY, Feb. 16. – The opening of a new color processing laboratory here was announced by Richard B. DeMallie, general manager of Eastman Kodak's international division. It is the company's 13th foreign laboratory for processing Kodachrome Film. The laboratory will serve the needs of the northern and western countries of South America and parts of Central America and the West Indies. It is Kodak's second color processing unit south of the Rio Grande. The first was opened in Mexico City in 1953.

The Panama laboratory will process Kodachrome Film for both still cameras (film sizes 135 and 828) and movie cameras (8mm and 16mm).

Roach in Jacobs Posts Succeeding Guterma

Hal Roach, Jr., will become chairman, chief executive officer and a director of F. L. Jacobs, Detroit auto parts manufacturing company and holding concern which controls the Hal Roach Studios, Mutual Broadcasting System and the Scranton Corp.

The change follows Roach's purchase of the holdings of Alexander L. Guterma in the Jacobs Co. over the past weekend. Earlier, the Securities & Exchange Commission had asked the Federal court here to order Guterma to show cause on Thursday why a preliminary injunction should not be granted barring Jacobs and Guterma from alleged violations of the SEC's registration and anti-fraud laws. SEC also is seeking a court order to force the defendants to file certain reports.

Meacham a Director

Roach said he was forced to step in and assume control of Jacobs to protect his interests and that of other stockholders in "light of present events." He said the position of president of Jacobs "is being held open until we secure the services of a top level executive." Charles Meacham, treasurer and secretary of Hal Roach Studios, has been named a director of Jacobs.

Ten AIP Films to Fox For Handling in Mexico

From THE DAILY Bureau

HOLLYWOOD, Feb. 16. – American International Pictures has closed a deal with 20th Century-Fox for distribution of 10 of its features in Mexico, according to an announcement by James H. Nicholson and Samuel Z. Arkoff.

William Reich, general manager of AIP Export Corp., represented the company in the negotiations with Fox.

AIP is also dickering with Fox for distribution representation in South Africa.

Bill Gold to Handle WB Advertising Art

Bill Gold Advertising will move its operations from New York to Los Angeles on Friday, where it will continue to act as advertising art agency for Warner Bros.

The Gold company has been creating poster art and theatre lobby accessories for Warners since December, 1957. Before that Bill Gold, head of the art studio, served as Warners' poster art director for many years.

The advertising firm has resigned all its other New York accounts.

'Beauty' Here Tonight

Walt Disney's "Sleeping Beauty" will have its local premiere at the Criterion Theatre tonight with many entertainment world celebrities attending. Among those on hand will be Ethel Merman, Sal Mineo, Cole Porter, Celeste Holm, Marguerite Piazza, Tina Louise, Susan Strasberg, Benny Goodman, Sandra Church, Julie Newmar and Joy Harmon.

Film Subject

(*Continued from page* 1)

have a good picture to begin with all the biggest star names in the world won't help at the box office—Litvak himself said that "the greatest star is the subject." He decried the fact that a star can often hold up the production of a feature, but added, "I don't think a star is wrong in asking a huge sum for his services, but I think we're wrong in paying him."

Points to 'Journey'

Entertainment, Litvak said, should be basic to every commercial motion picture, but it doesn't hurt to put across a message, provided people aren't made too aware of it. "The Journey," he commented, is the first attempt to present "a black and white" picture of people under Communist domination, and yet it is still a highly dramatic tale. Litvak doubts that the picture will ever be shown in Russia, which, he added, attempted to block its production in Austria.

Litvak is so convinced of the propaganda value of "The Journey," that he is personally supervising its dubbing for the foreign market. Most dubbing today, he said, is done "in the most horrible way," seriously limiting the boxoffice potential of many American films abroad. He added that "the foreign press is violent about dubbing, and I can't understand why Hollywood is so careless."

Will Rest, then Resume

What's ahead for Litvak? After having just put in close to two years work on "The Journey," he will take a rest of seven or eight months, and then start work on another picture with Yul Brynner. The vehicle is still to be decided, although it may be "The Mad King." Litvak said he still has a commitment for one picture with 20th Century-Fox.

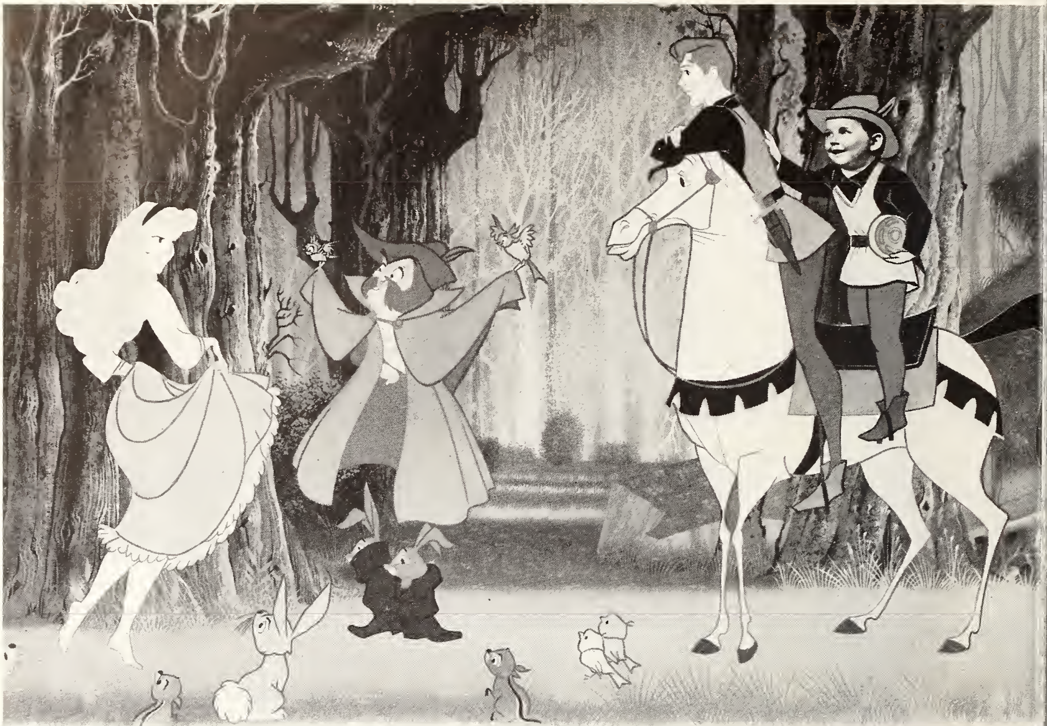
'Seventeen' Promotion Is Set for 'Mansions'

"Seventeen" magazine and five manufacturers will participate in a nationwide tie-in promotion for M-G-M's "Green Mansions," which will be launched with a six-page, four-color advertising portfolio in the April issue of the magazine. Theatres and leading department stores in 24 key cities will be a part of the tie-in.

The six-page portfolio will present advertisements of dress, sportswear, lingerie, fiber and perfume manufacturers, all coordinated by the theme, "inspired by M-G-M's 'Green Mansions." Participating advertisers in addition to M-G-M are American Enka Corp., Jane Irwill, Jonathan Logan, Slimtite Lingerie and Weil perfumes.

Promotion Kit Prepared

Participating department stores will use local advertising, special events and in-store promotions. They will be supplied with a promotion kit and listed in the magazine's advertising portfolio. M-G-M field representatives will set up promotions between stores and theatres in tie-in cities.



© WALT DISNEY PRODUCTIONS

WALT DISNEY'S

Sleeping Beauty

TECHNIRAMA 70. • TECHNICOLOR. • FULL STEREOPHONIC SOUND

process lens by Panavision

...to fill your screen in magnificent Technirama 70, with full Stereophonic Sound

...and the PRIZE BABY brings you an unusual trailer to fill your theatre with crowds of enchanted patrons.

It's a 35mm Technicolor trailer that will do a high-class ticket-selling job for this . . . . . . one of the world's best-loved stories!

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 32 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 18, 1959 TEN CENTS

ks at Dallas

hibitors
ged to Act
Product

otes Says They Must
Steps for Relief

Special to THE DAILY
AS, Feb. 17. — Whatever
rom the product shortage
's exhibitors obtain, they
themselves, George G. Kera-
esident of the Theatre Own-
merica, told the convention
Texas Drive-In Theatres As-
here today at the Adolphus

otes said that the pioneers of
stry, who went into produc-
insure film for their theatres,
ppearing, and that Holly-
nce the divorce decrees, has
res which it must keep sup-
ith films. Therefore, Kera-
ld the drive-in convention,

Continued on page 5)

Kansas Board
-Controlled Racket

Special to THE DAILY
AS CITY, Feb. 17.—The Kan-
d of Review was termed a
ntrolled racket" by Rep. Clyde
Cottonwood Falls in a hear-
rday in the State House of
tatives in Topeka on a bill to
he censorship agency.
ast at the board was joined in
Ernest A. Unruh, of Newton,
Francis Jacobs of Phillips-
o, along with Littler, are co-
f a bill cutting off the agency's

ontinued on page 4)

nentary Nominees
unced by Academy

om THE DAILY Bureau
YWOOD, Feb. 17. — Nomi-
or the documentary awards
cademy of Motion Picture
Sciences were announced
George Stevens, president.
umentary awards nominating
e, headed by Edgar Preston
eened entries, and by secret
elected nominations in the

ontinued on page 4)

Flash!

This Summer's Sinbad

Is "The H-Man"

From Columbia!

(ADVT)

UA Would Go to Courts in Fight Against Newspaper Ad Censorship

From THE DAILY Bureau

LOS ANGELES, Feb. 17.—United Artists will go to the courts, if necessary, in its fight against censorship of film advertising by newspapers, Roger H. Lewis, UA national director of advertising, publicity and exploitation, told delegates to the company's 40th Anniversary sales convention at the Hotel Ambassador here today.

UA does not intend to be "hampered or intimidated" by this new wave of "backstairs" censorship being directed against films ads, Lewis said.

Citing recent rejections by newspapers of motion picture ads, Lewis declared, "It's about time the industry stopped being sheepish and supine. It's time that we called for an end to the double standard—one unrealistically rigid measure for film promotion, another more lax and

(*Continued on page* 2)

REVIEW:

The Mating Game

M-G-M—CinemaScope

"The Mating Game" is a very generous helping of entertainment, a zestful, lusty comedy played by a cast that never misses an opportunity to make an audience howl with glee. It is apparent that the principals, Debbie Reynolds, Paul Douglas, Tony Randall, Fred Clark and Una Merkel, among others, are having every bit as good a time at their play-acting as audiences will watching them. Their joy is infectious and adds considerably to the fun generated by the picture.

Scheduled for release around income tax time, the plot, which has

(*Continued on page* 4)

Signing Later

Agreement on Sale of Fox Studio Near

Skouras Advances Work On $57,000,000 Deal

The deal by which 20th Century-Fox will sell its Westwood studio property to New York realtor William Zeckendorf is rapidly approaching the signing stage after months of negotiations. Indications are an agreement will be reached within the next day or two and formal closing could take place in about two weeks time.

With the return to New York this week of Spyros P. Skouras, 20th Century-Fox president, after several weeks in California, the deal is said to have progressed rapidly. Skouras engaged immediately in the conferences leading up to the closing of the immensely complicated deals which, one company official said, required a 400-page document to present.

Although officials for both sides

(*Continued on page* 4)

New 'Film-Classifying' Bill Filed in Albany

Special to THE DAILY

ALBANY, N. Y., Feb. 17. — The Joint Legislative Committee on Offensive and Obscene Material today submitted an additional bill, proposing a new method of film classifications. Sponsored by chairman Joseph R. Younglove, Johnstown Republican, and Sen. Thomas Duffy, Long Island City Democrat, it would authorize the State Education Department's

(*Continued on page* 5)

Bertero Says Theatre Market Now 'Healthy'

By SAM BERNS

LOS ANGELES, Feb. 17. — The current period of adjustment is over for National Theatres, and "there will emerge a healthy theatre market," John B. Bertero, president of NT, told stockholders at the company's annual meeting here today.

Bertero was re-elected as president

(*Continued on page* 4)

PERSONAL MENTION

MARTIN S. DAVIS, Paramount's assistant director of advertising-publicity, will leave Hollywood tomorrow for Dallas.

•

Hugh Owen, vice-president of Paramount Film Distributing Corp., and **Edmund DeBerry**, his executive assistant, will arrive in Atlanta today from New York.

•

Larry Staresmore, general manager of Westland Theatres, Colorado Springs, Colo., has left there for Omaha and Oklahoma City.

•

Frank Petraglia, Buena Vista publicist, has returned to New York from Boston.

•

Stuart Dunlap, Paramount's general manager in Brazil, will arrive in New York at the weekend from Rio.

•

Mrs. John Springer, wife of the national magazine contact of 20th Century-Fox, has given birth at New York Lying-in Hospital to a girl, **Cynthia Marilyn**. Mother is the former **Monica Lane**, TV and night club singer.

•

Diana Dors has returned to New York from London.

•

Mel Tucker, Universal-International studio production executive, has returned to Hollywood from New York.

New BW Chairmen

Additional appointments of area exhibitor chairmen and co-chairmen for Brotherhood Week were announced here yesterday. M. A. Lightman, Jr., who last week succeeded his late father as head of Malco Theatres, Inc., has accepted a Tennessee area exhibitor co-chairmanship. Dick Brous of Fox Midwest Theatres, and Harold Lyons of Paramount are the area exhibitor co-chairmen for the Kansas City area.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your
SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience!
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

UA Opposes Ad Censorship

(Continued from page 1)

liberal standard for competing entertainment media."

Documenting his charge of a double standard, Lewis told convention delegates that the very newspapers that turn down film ads splash their front pages with lurid stories and stills of sex and violence that would never even be considered for movie production or promotion.

Lewis pointed out that no responsible industry organization would exploit the vulgar and obscene to stimulate boxoffice action.

"What we are unwilling to submit to," he said, "is the capricious and discriminatory censoring of movie ads on the basis of arbitrary and false standards, and by people who have no authority or special aptitude to determine what the public may find agreeable or disagreeable.

"In virtually every other field," Lewis added, "the advertiser is free to reach the consumer in his own way. The film industry alone is traditionally handcuffed and hounded by self-appointed arbiters of public taste.

"This year United Artists is putting into distribution the very finest line-up of big pictures in its forty-year history. This demands a promotion program that's free and more flexible than anything we've ever used before. We don't intend to let this 'backstairs' censorship cramp our style and our product potential. If necessary, we'll go to the courts to protect our right to reach the public in our own way."

United Artists has budgeted more than $9,000,000 for ad-publicity-exploitation during the coming year. The campaign will back some 40 films, including at least 29 double "A" productions, a 75 per cent increase over last year.

'Imitation' World Bow In Chicago March 17

The world premiere of Universal's "Imitation of Life" will take place at the Roosevelt Theatre in Chicago on Tuesday, March 17, the company announced yesterday. The extended run engagement will serve to launch a series of key city Easter engagements in Universal's four regional sales territories, according to Henry H. Martin, Universal general sales manager.

Charles Simonelli, Universal's Eastern advertising and publicity department manager, will be in Chicago next week for meetings with David B. Wallerstein, president, and other Balaban and Katz executives on special promotional plans for the world premiere. Ben Katz, Universal's Midwest advertising and publicity representative, and Ed Seguin, advertising and publicity head of Balaban and Katz, will participate in the meetings.

'U' Executives in Toronto for Meets

Special to THE DAILY

TORONTO, Feb. 17. – Milton R. Rackmil, president of Universal Pictures, together with Henry H. Martin, general sales manager, and F. J. A. McCarthy, assistant general sales manager, will arrive here tomorrow from New York for meetings with Empire-Universal executives T. A. Metcalfe, general manager, and Mark Plottel, sales manager.

The meetings will be devoted to discussion of forthcoming Universal releases, and will include a screening of "Imitation of Life" for leading Canadian exhibitors, who will later be introduced to the visitors from New York.

Takiff Retires from Col. Realty Position

Harry J. Takiff has retired as vice-president and director of Columbia Pictures Realty Corp., it was announced yesterday by Abe Schneider, president of Columbia Pictures. Takiff will continue as consultant to the company, however, and will make his permanent headquarters on the Coast.

Harry Takiff

Takiff served for 21 years as assistant to the late Jack Cohn, executive vice-president of Columbia, and for the past three years in his present official capacity.

In 1953, Columbia requested Takiff to help solve its space problem. He conducted the necessary research in relation to Columbia's space difficulties, helped to select and negotiate the purchase of the 711 Fifth Avenue building, supervised the planning and design of the modernization program, including all of Columbia's offices, as well as the building conversion, and is now completing the entire rental program of the building.

Rental Almost Completed

"With the rental program now in its final stages," Schneider said, "The company is extremely pleased to report that the 711 Fifth Avenue project has exceeded its most optimistic expectations."

Takiff started his career in the motion picture industry 40 year
errand boy in the film roon
Big U Film Exchange. Wit
years, he had advanced to
to Mannie Goldstein, who
second in charge of Unive
tures. For many years there
served as assistant to Joe S
president of RKO, with heac
in California, devoting full
the latter part of his associ
production. In 1935, he bec
sociated with Jack Cohn at C

Pre-Censoring Films Hit by T

Theatre Owners of America
alterably opposed" to any pre-
ing of motion pictures by any
local government, George G.
sotes, TOA president, said in
ment issued here yesterday. Th
ment was prompted by the
efforts in several states to set
revive machinery to censor mot
tures prior to their showing to t
lic, he said. Kerasotes declar
TOA's contention that such p
straint is contrary to the ruling
United States Supreme Court

Will Aid Local Group

TOA, he added, will assist
or regional units in combating
fort to establish pre-censorship
ever such instances occur.

TOA also heartily concurs, K
said, with the action of the
tion Code committee of the
Picture Association, which rec
jected as "unthinkable" a prop
the industry classify its films
some "adult only" ratings.

Soviets Select Thr More American Fi

From THE DAILY Burea

WASHINGTON, Feb. 17.–
ficials have been told that thr
American motion pictures wer
ed for distribution in the Sovie

Only one more picture rema
chosen of the 10 the Russia
to purchase and distribute u
U.S.-Soviet cultural agreen
Russian spokesman said that
last one is chosen, the name
final four would be relea
thought the tenth picture w
selected soon.

Premiere to Be Planne

Meanwhile, U.S. governmen
are beginning to think about
the premiere of the first Rus
ture to be shown in this count
terms of the agreement. Th
to have the premiere sometim
here in Washington. No defin
can be made, however, u
Russians have chosen all 10
films.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, New
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press C
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Corresponde
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue,
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan,
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 ti
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

'IMITATION OF LIFE'... "EXHIBITORS CAN LOOK FORWARD TO A BOXOFFICE BLOCKBUSTER"

---THE INDEPENDENT

MR. SHOWMAN
SCREEN IT...
BOOK IT
FOR EASTER!

UNIVERSAL-INTERNATIONAL presents

LANA TURNER
JOHN GAVIN
SANDRA DEE

FANNIE HURST'S
Imitation of Life
in Eastman COLOR

DAN O'HERLIHY · SUSAN KOHNER · ROBERT ALDA
with JUANITA MOORE · MAHALIA JACKSON singing "Trouble of the World"
Hear EARL GRANT sing "Imitation of Life"

Directed by DOUGLAS SIRK · Produced by ROSS HUNTER
Screenplay by ELEANORE GRIFFIN and ALLAN SCOTT

Universal International ®

Bertero Says

(*Continued from page 1*)

and B. Gerald Cantor was elected chairman of the board at a director's meeting following the stockholder's session. Cantor replaces Elmer Rhoden as chairman.

In addition the stockholders elected three new directors, Charles A. Barker, Jr., A. J. Gock, and Eugene V. Klein. Other directors re-elected to the board include Samuel Firks, Charles Glett, Willard M. Keith, Richard W. Millar, Jack M. Ostrow, and Graham L. Sterling.

Board Holds 14% of Stock

The newly constituted board, as elected, has an interest in a total of 375,400 shares of company's common stock—slightly less than 14 per cent of the 2,699,486 shares outstanding.

Bertero told the stockholders the company will continue its policy of disposing of unprofitable theatres at an accelerated pace as well as its policy to maintain theatres in top-flight condition. He predicted the company's net returns would exceed previous year.

He recalled the company attempts to invest capital in films but said the Department of Justice's demands that films be offered first to competitors had eliminated any future policy for its subscribing to production.

NTA Stock Offer Mailed

The stockholders were advised that the National Theatres exchange offer to the holders of the common stock warrants and stock options of National Telefilm Associates, Inc., was mailed yesterday.

Meanwhile, the Securities and Exchange Commisison in Washington, having approved earlier this week N.T.'s application to issue new securities in exchange for the common shares and outstanding stock purchase warrants of NTA, National Theatres began offering yesterday $20,000,000 of its 5½ per cent debentures due 1974, purchase warrants for 454,545 shares of its common stock and 484,550 exchange warrants to purchase debentures and stock warrants. The exchange offer expires March 16.

Handled by Three Dealers

Cruttenden, Podesta & Co., Chicago; Cantor, Fitzgerald & Co., Inc., Beverly Hills, Calif., and Westheimer & Company, Cincinnati, head a group of securities dealers soliciting acceptances of the exchange offer. Exchange agent is the Chemical Corn Exchange Bank, New York.

Shareholders of National Telefilm will receive $11 principal amount of the debentures and a purchase warrant for one-quarter share of National Theatres stock in exchange for each share of National Telefilm. For each outstanding warrant of National Telefilm, the holder will receive an exchange warrant for the purchase of $11 of debentures and a warrant for the purchase of one-quarter share of National Theatres common.

Purchase price of each share of National Theatres, on exercise of the stock purchase warrants, will be $9.875 through Feb. 28, 1961, with an increase of $2.00 on each second March 1 thereafter through 1969. The warrants expire in 1974.

Purchase price for each $11 of debentures and the accompanying stock purchase warrant will be $7.75 through June 15, 1959, with annual increase of $1 on each June 16 thereafter through 1961 plus accrued interest. The exchange warrants will expire in 1962.

SALES EXECUTIVE

Long associated in the domestic and foreign fields with established world wide contacts. Both Motion Pictures and Television. Write for full details. Box 217, Motion Picture Daily, 1270 Sixth Ave., N.Y. 20.

The Mating Game

(CONTINUED FROM PAGE 1)

to do with the frustrations put in the way of tax sleuths by a family head who never had filed an income tax return, may endear itself vicariously to millions of taxpayers, in addition to entertaining them grandly. And, photographed in CinemaScope and Metrocolor in an idyllic rural setting, with springtime and the mating season in full flood, it is often as pleasing to the eye as the laugh-loaded lines and situations are to the ear.

Douglas and Miss Merkel are the family heads whose home has been handed down from generation to generation, including the one from whom a Union officer during the Civil War confiscated a herd of horses, leaving in exchange a promissory note—never redeemed—to pay for them at compound interest. Their wealthy neighbor, played by Philip Ober, covets their property and, in addition, would like to rid himself of them as neighbors. Unable to buy the property from the completely contented family that fulfills its needs by swapping rather than with cash, Ober inspires an income tax investigation of Douglas.

Clark, as the district tax official dedicated to the discovery of tax dodgers, assigns young Randall, his ace sleuth, to the case. Randall appears at the farm just as Douglas and Miss Merkel have decided the mating season is at hand for their daughter, Debbie, and the right young man must be found for her. At first glimpse, they agree he's it.

WITH NO INTEREST in anything but his assignment, Randall is unable to detect any substantial sources of cash income and his frustration, aggravated by the family's eccentricities, literally drives him to drink. His hilarious drunk sequence is one of the best of its kind to come to the screen in a long time. It ends with his being put to bed in Debbie's boudoir, where he awakes in the morning with the familiar misconceptions of what might have occurred, intensified by a friendly family visit from the sheriff and preacher.

Subsequent developments make Randall realize he is in love with Debbie. He gives up his career as a tax sleuth and joins her in a frontal attack on the Secretary of the Treasury to collect on the note for the horses confiscated from Douglas' ancestors during the Civil War, in order to save the farm to meet the heavy tax assessment imposed by Clark. The ending, with Clark getting his come-uppance from his Treasury superiors, is as improbable and comical as most of what has gone before.

While unconventional, even brazen in some instances, the picture is so obviously good humored as to be inoffensive to general audiences. It is sure to be talked about, and to be solid boxoffice wherever solid entertainment is in demand.

The production by Philip Barry, Jr., is smart and attractive, worthy of a veteran even though this is accredited as his first for MGM. The direction by George Marshall is well attuned to the script and extracts the most from the pointed comedy sequences which follow each other in rapid succession. The screen play is by William Roberts, based on the novel, "The Darling Buds of May" by H. E. Bates.

Running time, 96 minutes. General classification. Release, in March.

SHERWIN KANE

Rites for Nungesser, AA's N.O. Branch Head

Special to THE DAILY

NEW ORLEANS, Feb. 17.—Christian Science services were held here yesterday for George C. Nungesser, Sr., branch manager of Allied Artists, who died on Sunday following a short illness. He was 64.

A native of New Orleans and a Mason, the deceased also was chief barker of Variety Club, Tent No. 45. At his request, made shortly before his death, contributions were made, in lieu of flowers, to the Variety Club Heart Fund. Nungesser is survived by a son, George, Jr., a daughter, two brothers, a sister and six grandchildren.

Fox's Stud

(*Continued from page 1*)

were uncommunicative on deta
terday, it appears that the p
studio properties as well as sor
acres of real estate in the Beverl
area will be included in the fin
with a leaseback arrangement t
Fox for its required studio sp
Sale price of the real esta
studios is reported to be $57,0
of the real estate alone, $40,0
The purchase price reportedly
payable over a 10-year period. T
eth-Fox would retain its partic
in oil and gas production being
on at the studio site.
Zeckendorf plans to develop
dential, office building and sh
center to be known as Centu
on the desirable, well located pr

Documentary Films

(*Continued from page 1*

documentary features (over 30
and documentary short subjec
der 3000) categories as follov
Documentary features: "A
Crossing," Worldwide Picture
ter A. Schoenfeld Films, Jame
producer; "The Hidden
Small World Co., Robert Snyd
ducer; "Psychiatric Nursing,
namic Films, Inc., Nathan
producer; "White Wilderness,
Disney Prods., Buena Vista Fi
tribution Co., Ben Sharpstee
ducer.
Documentary short subjects
Girls," Walt Disney Prods.,
Vista, Ben Sharpsteen, pr
"Employees Only," Hughes
Co., Kenneth G. Brown, pr
"Journey Into Spring," British
port Films, Lester A. Seh
Films, Ian Ferguson, produce
Living Stone," National Bo
Canada, Tom Daly, producer;
ture," United Nations Film
Thorold Dickinson, producer.

Kansas Censor Boa

(*Continued from page 1*

appropriation and directing
equipment be sold.
In describing the board as a
controlled racket" Littler said
agency was costing the movie i
$50,000 a year in needless expe
Jacobs pointed out that there
censorship of radio broadca
telecasts, direct competitors of
industry.
From present indications, fin
on the bill will be forthcomi

'Fury' to Premiere Faulkner's Home

Special to THE DAILY

JACKSON, Miss., Feb. 17.
arrangements for the world p
of William Faulkner's "The
and the Fury" at the Pa
Theatre here have been co
The debut of the Jerry Wald
tion for 20th Century-Fox w
place here in Nobel Prize
Faulkner's home town on M
Governor James P. Cole
Mississippi will be host.

Drive-In Shouldn't
arge for Children

Special to THE DAILY

'ON, Feb. 17.—Exhibitors at h annual convention of the ı Theatre Association of New l here today seemed agreed arging admission for children proper, and a practice which l the purpose of the drive-in rade.

s also agreed that drive-in ad- prices could be raised by as five cents and still be less than to prices charged by conven- eatres. A number of delegates, , disagreed on the question uling of the main feature, with ying it should be shown first, ers second. Exhibitor Norman n said that in the case of the plus films, an intermission be used half-way through the

Rifkin, of Rifkin Theatres, derator during today's session was devoted, among other o business building, programs, ons, advertising films, and nt.

h and Guild Films
TV-Product Pact

Films and Hal Roach Stu- ve signed an agreement de- as a long-term alliance, the former acquires from library of films valued at 00 for syndication and dis- in the television field. Ad- y, Guild also will acquire ip of TV films currently in on at the Roach studios.

e same time Hal Roach Stu- l have available the national distribution, and promotion of Guild Films. Hal Roach will produce syndication film d as well as a number of ns currently being readied for exposure. Hal Roach, Jr., in an advisory capacity as on consultant for all future nned by Guild for syndica- l national sales.

es for 'Ones'
nue to Build

y Kramer's "The Defiant s continuing to rack up top in the U.S. and abroad, ac- to latest figures released by ed Artists' Sales Department. e U. S., where selling had mporarily held up in the ter the first-run engagements to allow national word of build, the picture has now o a normal playoff pattern ere. It is running into no lo- lems anywhere, UA said. On rary, national publicity hav- ted demand for day-and-date ly coordinated playoffs in d Negro theatres in segre- eas, joint grosses of the two houses are running far ahead of most major features, it ed.

Ask Exhibitors

(*Continued from page 1*)

the impetus for more production must come from exhibitors.

"This means far more production must come from the united efforts of all exhibitors," Kerasotes declared. "We must formulate plans to assist financially in the production of pictures. We must be prepared to purchase some of the post-48 films for reissue purposes. We must, if necessary, buy some of the foreign films and distribute them ourselves."

He said that television is burning up film, and that soon the approximately 7,000 theatrical films now on TV release will be consumed. When this supply is gone, the theatre industry can anticipate a better future, he said.

Cites Three-Fold Purpose

Kerasotes re-iterated his suggestion that theatre men buy $1,000 worth of film company stock for every theatre they own, as a means of encouraging the film companies, to make their needs known to the film companies, and give the producers and distributors the direct benefit of their support and advice. He also reviewed in detail the program of the American Congress of Exhibitors, urging exhibitor cooperation with ACE.

A wide variety of speakers at the convention, all with the common purpose of promoting film attendance, spoke out against impending toll-TV, further sale of films to television, and what to do about shortage of product this year when fewer pictures are scheduled than in 1958.

Facing the assemblage for the third time as their president, Eddie Joseph asked that their group join other exhibitor organizations in fighting their common ills.

Daylight Time Opposed

Rubin Frels, membership chairman, pointed to the concrete side of association membership, with the accomplishment of keeping daylight saving time from Texas, which would be a real hardship to drive-ins, and the prohibiting of unfair blind checking.

Joseph and Frels also credited the association with making it possible for drive-in theatre owners to now receive loans from the Small Business Administration.

Robert J. O'Donnell, vice-president and general manager of Interstate Theatres, spoke out for support of the American Congress of Exhibitors and asked for unity among exhibitors in saying "This is our year of decision; we are fighting for our lives."

Treats Military-Post Shows

O'Donnell touched on the problem of first run films in Army theatres and said things looked better now than at any time since 1941 in gaining a favorable decision for all newly released films to be shown in all commercial theatres including drive-ins before being released to military posts.

A reported 400 delegates are registered at his seventh annual convention.

Showmen's Pledge Is Offered Drive-In Owners

Special to THE DAILY

DALLAS, Feb. 17. — A ten-point "pledge for drive-in showmen," proposed by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures, will be presented to the convention of the Texas Drive-In Owners Assn. here today.

The pledge is designed to serve as a reminder that the drive-in operator is primarily a showman. It will be reported out by the resolutions committee with a recommendation for approval by the membership of the drive-in group.

Full-Length 'Magoo' Set for Christmas

By WARREN G. HARRIS

Come this Christmas, Columbia Pictures will release its first full-length cartoon feature, the UPA-produced "Magoo's Arabian Nights." This announcement was made here yesterday by UPA Productions president Stephen Bosustow at a luncheon in the Columbia home office building.

Filmed in Technicolor, "Magoo's Arabian Nights" represents three years' work, and will be about 80 minutes in running time. By the time it is released, Bosustow said, it will have cost at least $2,000,000. This was a hard project to get started, he added, but finally got rolling due to the enthusiasm of Columbia's Abe Schneider and Leo Jaffe.

Following Called Impressive

The Magoo of the title is the same near-sighted gent who stars in Columbia's popular cartoon series, and it is figured that he has a large enough following among adults and children to warrant casting in a full-length feature. Since the Magoo character has always been oriented toward adult audiences, Bosustow predicts that his starring vehicle will keep theatres filled even after 5:00 P.M., the time at which it is felt that most cartoon features begin to drop off at the box-office, due to lack of child patronage.

Bosustow hopes that the cartoon feature will be the first in a series of such projects for UPA.

Meet on Publicizing 'Oscar' Show in N. Y.

The first meeting of the New York City promotion committee devoted to publicizing the coming Academy Awards telecast was held here yesterday in the international board room of the Motion Picture Association.

The meeting was devoted primarily to acquainting exhibitor representatives with what can be done in the way of publicizing the event. One major effort under consideration is a newspaper contest similar to the one conducted in 1957 in conjunction with the "N. Y. World Telegram and Sun."

Albany Bill

(*Continued from page 1*)

motion picture division, at the latter's discretion, to classify as "unsuitable for children subject to the jurisdiction of the state's mandatory education law" certain films licensed by that division.

The classification would be used in the event a "film though licensed, portrayed nudity, or violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships, to an extent believed contrary to the proper mental, ethical and moral development of children subject to the compulsory education law of the state."

Amending Section L22 of the Education Law, the bill would take effect immediately.

Subject for Feb. 26 Hearing

Younglove and counsel James A. Fitzpatrick of Plattsburgh, who visited here today, said the new proposal, along with three others previously introduced and two additional—one proposing a different system of classifications, via the Marano-Conklin act, and the second, providing for state licensing of television programs, via the Manley bill—would be subject of a public hearing at the Hotel Roosevelt in New York, Feb. 26.

Explaining that the session starts at 10 A.M. Fitzpatrick added, "if necessary, it will be continued a second day." Invitations are being mailed to about 25 organizations and individuals, including the leading associations of the industry.

Talks with MMPTA's Phillips

Fitzpatrick extended to D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, an invitation to be represented. Phillips was in Younglove's office to confer with him, when Fitzpatrick entered and disclosed that the fourth measure had just been presented. Phillips outlined to Younglove and Fitzpatrick the MMPTA's position on the bills already introduced.

Pepsi-Cola to Donate 'Oscar' Contest Prizes

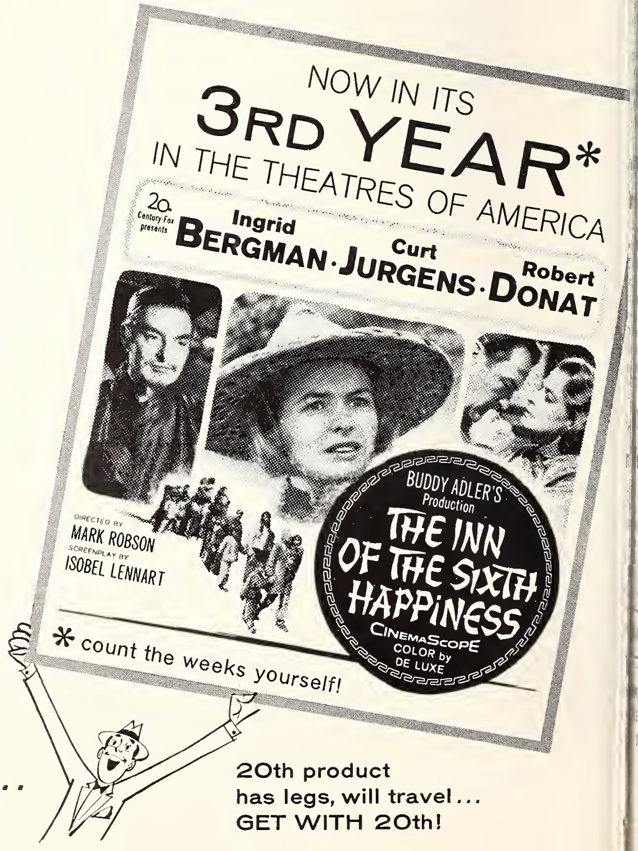
Pepsi-Cola Co. is cooperating with the MPA advertising and publicity directors committee in the promotion of the upcoming industry-sponsored television and radio broadcast of the Academy of Motion Picture Arts and Sciences annual "Oscar" awards on April 6, through a $2,000 exploitation contest for theatre managers.

Norman Wasser, manager of theatre sales for Pepsi-Cola, said the company will donate the following prizes: first prize: A free round-trip to Hollywood from the home city for two. The winner can take the trip any time up to the 1960 "Oscar" presentation.

The first prize winner has the option of taking $1,000 in cash in lieu of the Hollywood trip. Other prizes: second, $500 in cash; third and fourth, $100 in cash each; six prizes of $50 each.

'INN IS IN ITS 3rd YEAR—(add 'em up)

9TH WEEK in New York (2 theatres)
7TH WEEK in Los Angeles (3 theatres)
7TH WEEK in Philadelphia
7TH WEEK in Denver
7TH WEEK in Boston
6TH WEEK in Washington
6TH WEEK in Wilmington
6TH WEEK in Columbus
6TH WEEK in Baltimore
6TH WEEK in Oklahoma City
4TH WEEK in Toronto
4TH WEEK in Minneapolis
4TH WEEK in Des Moines
4TH WEEK in Youngstown
3RD WEEK in Kansas City
3RD WEEK in Long Beach
3RD WEEK in Akron
3RD WEEK in Cleveland
3RD WEEK in Lincoln
3RD WEEK in Indianapolis
3RD WEEK in St. Paul
2ND WEEK in Canton
2ND WEEK in Spokane
2ND WEEK in Providence
2ND WEEK in Omaha



NOW IN ITS
3RD YEAR*
IN THE THEATRES OF AMERICA

20th Century-Fox presents
Ingrid **BERGMAN** · Curt **JURGENS** · Robert **DONAT**

DIRECTED BY MARK ROBSON
SCREENPLAY BY ISOBEL LENNART

BUDDY ADLER'S Production
THE INN OF THE SIXTH HAPPINESS
CINEMASCOPE
COLOR by DE LUXE

* count the weeks yourself!

---

112 weeks playing time...
and it's just starting!

20th product
has legs, will travel...
GET WITH 20th!

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 33 NEW YORK, U.S.A., THURSDAY, FEBRUARY 19, 1959 TEN CENTS

ive-in Convention

ans Hit TV, k Product; t Ferguson

tions Also Call For Industry Relations

pecial to THE DAILY

S, Feb. 18.—The necessity product, and increased op- o present and potential ef- elevision formed the subject three of the six resolutions re today at the closing ses- he Texas Drive-in Theatre Association at the Adolphus

rguson, of the Downs Drive- , Grand Prairie, was elected for the coming year, suc- Eddie Joseph. Also named

ontinued on page 3)

Poor TV Shows Hasten Toll-TV

n THE DAILY Bureau

NGTON, Feb. 18. — Sen. , Md.) today said the poor current television programs ging the pay-TV forces.

a member of the Senate Committee and an oppo- ubscription television, said rks offer programs devoted

ontinued on page 7)

,000 New Dates en' Thru April

engagement bookings of Commandments" in the ates and Canada will num- than 1,000 from now pril, Edward G. Chumley, 's domestic sales manager

ontinued on page 2)

ION TODAY—page 7

'Denver Post' Will Present to TOA New Proposal on 'Movie Parade'

The "Denver Post" has revived its "Movie Parade" project, and will present a new proposal to the mid-winter meeting of the board of directors and executive committee of Theatre Owners of America for establishment of this publication for exclusive industry use. Robert W. Selig, chairman of a special TOA committee for the project, has reported that the "Post" is proceeding with plans to establish the publication, which would be devoted entirely to promotion of the movies, and would be made available at a minor cost to every theatre in the country.

The "Movie Parade" plan was presented to TOA at its annual convention in Miami Beach last October, but was temporarily tabled in December by the "Post" when it found the national advertising market was too

(*Continued on page* 3)

Hendel Appointed UA Central District Head

Special to THE DAILY

MIAMI, Feb. 18. — James Hendel has been appointed United Artists Central District Manager. Formal announcement will be made here tomorrow by James R. Velde, general sales manager at the UA Fortieth Anniversary sales convention at the Roney Plaza Hotel.

James Hendel

Hendel will headquarter in Pittsburgh with supervision over UA's Pittsburgh,

(*Continued on page* 3)

UA Sales Meet Starts Second Phase in Miami

Special to THE DAILY

MIAMI, Feb. 18. — The second and concluding series of United Artists' Fortieth Anniversary sales convention meetings, to develop distribution patterns for its 1959 top quality product opens tomorrow at

(*Continued on page* 3)

Hearing on Conn. Film Advertising Bill Today

Special to THE DAILY

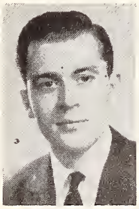
HARTFORD, Feb. 18.—The long-anticipated public hearing by the State Legislature's Judiciary Committee on State Senate Bill 44, which would impose a ban on objectionable motion picture advertising, will start tomorrow at 10:30 A.M.

Herman M. Levy, TOA's general

(*Continued on page* 3)

Blackwell Appointed Loew's State Manager

Jerry E. Blackwell, for the past three years assistant manager of Loew's Capitol Theatre here, has been named manager of Loew's State on Broadway, it was announced yesterday by Eugene Picker, Loew's executive vice-president.


Jerry E. Blackwell

The State is currently being remodelled and is scheduled to reopen in mid-March.

James Bruno will continue as man-

(*Continued on page* 3)

'Some Like It Hot' To Reopen State Here

Marilyn Monroe's "Some Like It Hot," co-starring Tony Curtis and Jack Lemmon, will be the reopening attraction at Loew's State Theatre here.

Announcement was made yesterday

(*Continued on page* 3)

Papers, TV

New Objection To N.Y. Censor Bills Forming

Mull Appearances Before Joint Legislative Groups

Opposition to the new censorship and theatre licensing measures which have been introduced in the New York legislature is mounting rapidly and is expected to include media other than motion pictures soon, in the opinion of trade leaders here.

The measures are recognized by publications, television and radio as posing a threat to them as well as to films, it was learned, and opposition from these sources, in addition to that from within the film and theatre industries, is beginning to take shape. Other communications media leaders fear the licensing measures may be

(*Continued on page* 2)

'Classification' Wording Of Albany Bill Clarified

Special to THE DAILY

ALBANY, N. Y., Feb. 18. — An examination today of the Younglove-Duffy bill, introduced yesterday under the auspices of the Joint Legislative Committee on Offensive and Obscene Material, showed that the classification "unsuitable for children subject to the compulsory education

(*Continued on page* 2)

'Anne' Campaign on International Level

Twentieth Century-Fox pre-selling campaign for George Stevens' "The Diary of Anne Frank" will enter a new phase this week with an advertising drive aimed at a wide range of media on an international level. In addition to customary channels

(*Continued on page* 2)

TISED IN E MARCH SSUE OF
Redbook
THE MAGAZINE FOR YOUNG ADULTS
MORE THAN 7,000,000 READERS
Universal International
in Eastman COLOR
LANA TURNER • JOHN GAVIN • SANDRA DEE
Imitation of Life

PERSONAL MENTION

SPYROS P. SKOURAS, 20th Century-Fox president, left here for Washington yesterday and is scheduled to return to New York tomorrow.

•

MORRIS LEFKO, Michael Todd Co. booker, has returned to New York from Florida and the West Coast.

•

SEYMOUR POE, producers' representative for Melville Prods., has returned to New York from Hollywood.

•

WILLIAM DAUGHERTY, Connecticut district manager for Lockwood & Gordon Theatres, has left Hartford for Florida.

•

MARGERY MCSORLEY, wife of the Allied Artists Eastern publicity manager, has given birth to their second child, a son, BRENDAN PADRAIC.

•

JULES C. GOLDSTONE, president of Walden Prods., has arrived in New York from the Coast.

•

MICHAEL TODD, JR., will return to New York today from Europe.

•

DENNIS FANCE and HOWARD CONNELL, British television executives, will arrive in New York from London today via B.O.A.C.

•

KANE LYNN, producer, has returned to New York from the Far East.

•

WALTER MORRIS, owner of the Pike and Tower theatres, Knoxville, Tenn., has returned there from Atlanta.

•

A. M. SCHUMAN, former general manager of the Hartford Theatre Circuit, has been visiting the Connecticut capital from Daytona Beach, Fla.

•

DINO DELAURENTIIS, producer, is in New York from Hollywood.

•

WILLIAM REICH, foreign sales manager of American International Pictures, is on a trip to London, Paris and Rome.

MGM Signs Ford for 3

HOLLYWOOD, Feb. 18. – Glenn Ford has been set by MGM for starring role in "Cimarron," Edna Ferber classic which will be produced by Edmund Grainger.

Ford has also been named to star in MGM's "The Gazebo" and "Two for the Season."

New Objectors to N. Y. Bills

(*Continued from page* 1)

opening wedges that eventually will encompass them and are described as being greatly concerned.

"It is vicious legislation," one commented. "It could put a man out of business overnight at the whim of some figurehead in the state education department."

On another front, industry organizations were understood to be debating whether or not they should be represented at the public hearing here next week called by the state joint legislative committee studying the publication and dissemination of offensive and obscene material, which sponsored the legislation in Albany.

December Hearing Recalled

The licensing-censorship measures have been referred to the senate education committee and the assembly judiciary committee. Industry organizations feel that their views on the legislation should be made known now to the committees in charge of the legislation rather than to the joint legislative committee on obscenity, etc. Industry witnesses testified before the latter committee at its hearing here last December, so the industry position is a matter of record, it was pointed out. For the future, some believe, specific opposition to the specific legislation now pending should be addressed to the committees in charge, and not to the group that sponsored the measures.

However, no final decision on this question appears to have been made yet and it still is quite possible that some industry organizations which have received invitations to do so will send witnesses to the joint legislative committee's local hearing on Feb. 26.

Control Would Be Tightened

The pending bills would, if enacted, establish a licensing system for tighter control by the state censorship authority, the education department, of both screen content and theatre advertising, making suspension and revocation of licenses for infractions possible. The fourth and latest theatre regulatory bill would authorize the state censor to classify films for adults only.

Over 1,000 Dates

(*Continued from page* 1)

for the Cecil B. DeMille production, reported yesterday.

Chumley identified half of the 1,000 bookings as "return special engagements," and the other half as "first time medium- and small-town special engagements." At present, he said, the DeMille film is achieving under the return special engagement bookings the unusual distinction of second and third week holdovers on repeat downtown and multiple engagements in branch, key and non-key situations.

Chumley said the holdovers were the result of record-breaking box-office returns.

In All Sections of Country

Cited as some of the holdovers were: third week for Oklahoma City Harber, Worcester (Mass.), Capitol, Lexington (Ky.), Ben Ali and San Francisco multiple engagement; second week for Amsterdam (N. Y.) Mohawk, Denver multiple engagement, Lebanon (Pa.) Academy, Greenville (O.) Wayne, Philadelphia multiple engagement, Peoria (Ill.) Palace, Tulsa Rialto, Atlanta Roxy, Savannah (Ga.) Savannah, Springfield (Mo.) Tower, and Los Angeles multiple engagement. Important downtown theatres where "The Ten Commandments" is in the first week of successful return engagements include Danville (Ill.), Fischer, Saginaw (Mich.) Franklin, Bay City (Mich.) State.

Circuit-operated and independent conventional theatres are represented by the 1,000 bookings, Chumley pointed out. The 1959 drive-in special engagements of "The Ten Commandments" will get underway in late spring and early summer, he said.

'Anne' Campaign

(*Continued from page* 1)

of advertising, "Anne Frank" will be sold via European editions of the "New York Times" and "Paris Herald Tribune" as well as Far Eastern editions of the "Times"; ships newspapers, covering crossings on both coasts; theatrical publications of every type, including "The Playbill," bible of the New York theatre-going public; metropolitan weekly and foreign language papers and religious and fraternal publications.

All pre-selling is being concentrated on the world premiere engagement of the film, scheduled for March 18 at the RKO Palace here. The gala opening is for the benefit of the American Association for the United Nations. Douglas Fairbanks, Jr., has been named chairman of the AAUU benefit committee.

All Media, Says Einfeld

According to 20th vice-president Charles Einfeld, no media will be ignored in bringing "Anne Frank" to the attention of the potential audience for the premiere engagement of the picture and for subsequent engagements around the country and throughout the world.

Classificati

(*Continued from page* 1

law of the state"–to be mad
certain circumstances by th
Education Department's moti
ture division–would be by
priate word, words or symb

This classification would co
play "when a film, though l
portrays nudity, horror, v
brutality, sadism, juvenile de
cy, drug addiction or sexual
or relationships, to an ext
lieved contrary to the proper
ethical and moral developm
children subject to the con
education law."

Director Empowered

The director of the motion
division, when authorized by
gents, the officers of a local
bureau, may, upon review,
such film as unsuitable for su
dren and shall, upon licensi
film, so indicate it by "app
word, words or symbol," t
the measure.

The bill further provides
utors and exhibitors whose f
licensed under the provisions
section, when advertising th
ing of such films shall, upon
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note such classification thereo
advertisement."

The legislation, amending t
cation Law, (requiring film li
would take effect immediat

'Pro-or-Con' Views Solic

A spokesman for the A
Judiciary Committee, to wh
joint committee's four bills
with classifications, motion
advertising and motion pictu
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The judiciary committee has
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Committee on Offensive and
Materials will hold a hearin
them in New York City, Feb

ADVERTISING EXECU
NEEDS
SECRETARY
Experience in motion picture fi
sirable asset for person in this f
ing position. Give details. *Write*
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THE NAME TO REMEMBER
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• Dependability
• Quality
Are You
WHEN
YOU NEED
SPECIAL
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So. Wabash
Chicago 5.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, New Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cl ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Corresponden principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tin as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

PEOPLE

Horwitz has been named head blicity, advertising and exploi- for Interboro Theatres here. time a publicist for Loew's es, Horwitz for the past five has been doing managerial and relations work for Interboro.

☐

Furst, manager of the Allied New York branch, is winner $2,000 first prize in the com- of AA branch heads for pro- of "Macabre." Prizes of each went to the three run- : Nat Nathanson, Chicago; evin, Detroit, and M. J. E. hy, Los Angeles.

☐

er **Harrill** and **J. E. Howard** new owners of the Ritz Thea- arysville, Tenn., formerly the oints Theatre.

☐

ian **Weiland,** executive of the Century-Fox Record Co., will an address today at the n meeting of the American of Arrangers at Gus and Restaurant here.

☐

ard **Haines** has resigned as unt's radio-TV contact in New accompany **Kay Thompson** tour of Russia as her execu- istant. The actress' party left ek by plane for Moscow.

☐

Holloway, formerly with Co- and Universal, has joined Castle Associates, Holly- and will take over her new arly in March.

☐

Brodsky, formerly publicity for Allen B. DuMont Labor- has been named public rela- ector for the company.

ver Post'

ontinued from page 1)

or the project at that time. ported that the "Post" has ived the program, and that are now moving along" so the end of this month we e a proposal shaped up for tres of America."

said he expects to be able to this proposal at the mid- eeting at the Mayflower Hotel ington, D. C., on March 1-3.

-in Tower Wrecked

RISVILLE, Tenn., Feb. 18.— een tower of the Skyline Theatre here has been de- y wind. The operation of the vill resume as soon as a new as been installed.

Hendel Appointed

(Continued from page 1)

Cleveland, Cincinnati, Indianapolis and Washington, D. C. exchange areas. Under the company's new sales realignment, the Central District falls within the operations of the newly-created Central and Southern Division headed by Sidney Cooper, who had been Central District manager.

Prior to his appointment, Hendel was UA branch manager in Pittsburgh, a post he held for seven years. He served as Western District manager of Eagle Lion Classics in San Francisco from 1950-52. In 1950 he was made New York branch manager for Eagle Lion Films after serving two years as that company's branch manager in Pittsburgh.

Native of Pittsburgh

Born in Pittsburgh, Hendel entered the industry in 1938 as a salesman for United Artists in Cleveland. After holding sales posts in Cleveland and Cincinnati, he was Pittsburgh branch manager for Producers Releasing Corp. from 1943-46.

UA Sales Meeting

(Continued from page 1)

the Roney Plaza Hotel here with representatives of 19 U.S. and Canadian branches attending.

William J. Heineman, vice-president in charge of distribution and James R. Velde, general sales manager, are presiding over the national sales conclave. Home office officials participating include Max E. Youngstein, vice-president; Milton E. Cohen, Eastern and Canadian division manager; Sidney Cooper, Central and Southern division manager; Roger H. Lewis, national director of advertising, publicity and exploitation; and David Picker, executive assistant to Max E. Youngstein.

Follows L. A. Conclave

The Miami conference follows a three-day session in Los Angeles which involved UA's 14 other domestic branches.

Drive-in Name Changed

PLAINFIELD, Conn., Feb. 16.—Nicholas Zeo, Sr., new owner of Lord's Indoor-Outdoor Theatre here, has changed the name of the operation to Parkway Drive-in. Zeo's parent company is known as Parkway Theatres Corp.

'World' in Chicago

CHICAGO, Feb. 18. — Michael Todd's "Around the World in 80 Days" will open the first wave of special Chicago engagements in eight theatres on Friday for an indefinite run. "80 Days" recently closed at the Todd Cinestage here after a two-year roadshow engagement.

Georgia House Burned

OCILLA, Ga., Feb. 18—The Ocilla Theatre here, operated by the Martin Theatre Circuit, has been destroyed by fire.

Texans Hit TV

(Continued from page 1)

were: Skeet Noret, first vice-president; Bob Davis, second vice-president; Wayne Long, third vice-president; A. J. Valentine, treasurer, and M. K. McDaniel, secretary. Joseph was given the John H. Hardin Award as "the outstanding personality in the drive-in theatre industry."

Armbruster Popular

Walter Armbruster, of Universal, was named "branch manager of the year."

The six resolutions passed called for:

¶Increase in the production of motion pictures;

¶Opposition to all forms of toll-TV.

¶Opposition to the release of post-1948 films to TV.

¶Improvement of relationship between exhibition, production and distribution.

¶Recognition of the need for more film research.

¶A pledge of the drive-in theatre owner to improve customer relationship.

Richard McKay, advertising-publicity director for American International Pictures, addressed the convention on "Promotional Ideas for Drive-in Theatres," and related experiences of his own in managing first, a successful drive-in at Alexandria, Va., and later as advertising-publicity director for 40 Pacific drive-ins in Los Angeles. The same promotion stunts—and a number of them were described—that worked in a single drive-in, work equally well in 40, and those used years ago are as effective today as ever, McKay said.

Sees Activity Important

"The important thing," he said, "is to generate a lot of activity around your theatre and thus make it the most important focal point for outside the home entertainment in your area."

McKay described upcoming AIP attractions and the exploitation features built into many of them. "A little ingenuity and a lot of effort will cure any exhibitor's problems," he said.

Blackwell Named

(Continued from page 1)

aging director of both the State and the Capitol.

Blackwell, 27, will be the youngest manager ever to be put at the helm of the Loew circuit's "flagship" theatre. He formerly directed and produced stock company plays in Houston, Texas, Bellport, L.I., Kingston, Ontario, and the Thousand Islands, N. Y.

'Some Like It Hot'

(Continued from page 1)

by William J. Heineman, vice-president in charge of distribution for United Artists, and Eugene Picker, executive vice-president of Loew's Theatres. Refurbishing of the theatre is being rushed to meet a mid-March target date.

TENT TALK

Variety Club News

PHILADELPHIA—More than 300 persons, representing city, state and nation, in addition to the entertainment industry, gathered at the Bellevue Stratford Hotel to honor Jimmy Durante on the occasion of his 66th birthday. A plaque was presented the comedian "in recognition of his unselfish efforts for handicapped and underprivileged children throughout the world." Leo Berenson welcomed the guests. Ralph B. Pries was toastmaster.

△

DALLAS—Members of Tent No. 17 will charter a plane to attend the convention of Variety Clubs International at Las Vegas, March 31 to April 3.

△

CLEVELAND—March 9 has been set by Tent No. 6 as the date for installation of new officers and testimonial to outgoing chief barker David Rosenthal at the Tudor Arms Hotel. George Eby, international chief barker, and Ralph Reis, international representative, are expected to attend.

△

DETROIT — International chief barker George Eby conducted a regional Variety Clubs conference here late last week for chief barkers and others from the Detroit, Cleveland, Cincinnati and Pittsburgh tents. Discussions of improved Variety tent activities were held, along the lines of previous conferences conducted by Eby with other tents.

Hearing on Film Bill

(Continued from page 1)

counsel, and Motion Picture Theatre Owners of Connecticut executive secretary, is marshalling the industry for a hearing delegation.

The measure, introduced by Senator Orefice, proposes: "No newspaper advertisements of motion picture films, or posters advertising motion picture films that are for display outside theatres, be allowed to contain material made up of pictures or accounts of methods of illicit sex, horror, terror, physical torture, brutality, or be allowed which contain pictures of or partially denuded figures, posed or presented in a manner likely to provoke or arouse lust or passion or be allowed to exploit sex, lust, or perversion for commercial gain."

Appeals Ohio Ruling

COLUMBUS, O., Feb. 18—Mathias H. Heck, Montgomery County prosecutor, has filed an appeal with the Ohio Supreme Court from the Appellate Court reversal of a lower court's conviction of Sylvan Rothschild, former operator of the Sunset Cruisein, Dayton, for violation of the state's anti-nudism laws. The case stemmed from the showing of the nudist film, "The Garden of Eden," in October, 1956.

NEW BOXOFFICE RECORDS IN REPE

UNPRECEDENTE

RECORD-BREAKING BOXOFFIC
AND MULTIPLE SPECIAL ENGAG
SITUA

CECIL

P

THE TEN CO

TECHNIC

THE GREATEST *and most sustained* BOXOFFICE G

CITY	THEATRE
Amsterdam, N.Y.	Mohawk (2nd Week)
Denver, Colo.	Multiple (2nd Week)
Greenville, Ohio	Wayne (2nd Week)
Lexington, Ky.	Ben Ali (3 Weeks)*
Oswego, N.Y.	Oswego (1st Week)

*3 Week Engagement—following 7 weeks prior engagements in Lexington

"'TEN COMMANDMENTS' AT BEN ALI THEATRE, LEXINGTON, KY., OUTGROSSED ITS ENGAGEMENT. SCHINE ORGANIZATION EXTREMELY GRATIFIED AND SETTING BOOKINGS FO ENTIRE CIRCUIT."—George V. Lynch, Schine Service Corp.

ECIAL ENGAGEMENTS EVERYWHERE!

UNPARALLELED!

URNS OF REPEAT DOWNTOWN
IN BRANCH, KEY AND NON-KEY
PROVE

MILLE'S

RN

ANDMENTS

VISION®

THE WORLD HAS EVER KNOWN!

CITY	THEATRE
klahoma City, Okla.	Harber (3rd Week)
eoria, Ill.	Palace (2nd Week)
hiladelphia, Pa.	Multiple (2nd Week)
an Francisco, Cal.	Multiple (3rd Week)
orcester, Mass.	Capitol (3 Weeks)**

**3 Week Engagement—following 14 weeks prior engagements in Worcester

ENGAGEMENT OF 'TEN COMMANDMENTS' AT OUR CAPITOL THEATRE, WORCESTER, MASS., AGAIN THIS IS TRULY UNPRECEDENTED ATTRACTION. CONGRATULATIONS FROM OUR ENTIRE ZATION." — Edward L. Hyman, V. P., American Broadcasting Co., Paramount Theatres, Inc.

Paramount Pictures

Motion Picture Daily Feature Review

Al Capone

Burrows-Ackerman—AA

REFLECTING FAITHFULLY the wildly extravagant era of the heyday of the Chicago gangsters, this is a carefully documented history of the better known facets of the life of Scarface Al Capone. The story, stark and authentic in its realism, is given stature and authority by the performance of Rod Steiger as the cold-blooded and ruthless killer who became a legend in his own time, defied and corrupted police, city and state governments and finally came to his end only by a roundabout Federal prosecution which bore no relation to his actual life of crime.

Chicago of the period, the rise of prohibition gangsterism in the 20's, is pictured carefully and well as background to the Burrows-Ackerman production, but it is in the re-creation of the principal figure by Steiger and of the such lesser parasites as Bugs Moran by Murvyn Vye, Johnny Torrio by Nehemiah Persoff, Hymie Weiss by Lewis Charles, Dion O'Banion by Robert Gist, and Big Jim Colosimo by Joe De Santis, that the picture takes on weight and interest.

Marvin Wald and Henry Greenberg built the screenplay from the more widely known facts of the story, ranging from Capone's start as a bouncer for Johnny Torrio in 1918 through the murder of newspaper reporter Jake Lingle and the St. Valentine's Day massacre of seven of Bugs Moran's henchmen. It was these two events which finally aroused public opinion even in hardened Chicago and brought the Federal authorities and the income tax rap.

A strange romance between Fay Spain as the widow of a bystander gunned down by Capone's men, and Scarface is a fictional addition.

For audiences who remember those incredible and halcyon days the picture will be nostalgic and thought-provoking in the light of today's crime picture which can with little trouble be traced back to these causes. For newer and younger audiences to whom the events depicted seem from another era, the production will make the story graphic and absorbing. Richard Wilson properly concentrated his direction on the way things happened, keeping the camera mobile and the suspense high.

Violence is of course inherent in the story but both Wilson and the producers keep a nice balance between what is necessary for the narration and what would lean to sensationalism.

The picture is almost documentary in its reporting, generating its drama and suspense from the flowering of the repulsive character of Capone, his almost amoral cruelty and his lust for power.

Exploitation as the king-pin of all gangster stories is indicated.

Running time, 105 minutes. General classification. February release.

JAMES D. IVERS

The finest carbons ever made...
NATIONAL
TRADE MARK
PROJECTOR CARBONS

Endorse 'Heaven'

The Catholic press is giving strong support to "Embezzled Heaven," for which Louis de Rochemont Associates, distributor in the U.S. and Canada, is now setting pre-release engagements to begin around Easter time. Rave reviews of the film are appearing in upcoming issues of such magazines as The Sign, Catholic Digest, Young Catholic Messenger, Our Sunday Visitor and Catholic Preview of Entertainment.

Melamed Joining NTA

Louis Melamed is joining National Telefilm Associates as executive producer.

In his new post Melamed will work in association with Ted Cott, NTA vice-president in charge of NTA owned and operated stations, in the development and production of those syndicated programs to be produced on "living tape" in NTA's Telestudios in New York.

The Last Blitzkrieg

Clover—Columbia

ADDING SOMETHING a little different in the way of subject matter
current cycle of war dramas, this Sam Katzman production al
built-in boxoffice insurance in the persons of the popular Van J
and Kerwin Mathews, the latter fresh from his starring performa
the highly successful "Seventh Voyage of Sinbad."

In a bit of casting which will probably come as a surprise to the
both of these players are seen as Nazis—Johnson as one who reali
futility of the cause just before the finale, and Mathews as one wh
down fighting for the Fatherland.

Johnson, the son of one of Hitler's top generals, is a Nazi sp
versed in American language and customs. After betraying a nun
American prisoners with whom he has been purposely interned,
a trio of other English speaking Nazis, including Mathews, are o
to disguise themselves as Americans and commit whatever acts o
tage they can behind Allied lines.

Their mission proves highly successful, until they run into Dic
and Larry Storch, survivors of the prison camp in which Johns
been spying. Following a number of skirmishes which indicat
sabotage, York sends Johnson and his fellow Nazis out on a rec
sance mission which ends in their unwitting self-betrayal. In
battle which follows, Johnson is the only Nazi to survive, and later
he sees a number of his captors ruthlessly shot down by one of hi
trymen, he realizes his mistakes and, with stolen arms, wipes out
Nazi in sight.

As written by Lou Morheim, "The Last Blitzkrieg" offers sub
melodrama and some exciting battle scenes, some of which wer
piled from stock newsreel footage and others filmed on location i
land. Under Arthur Dreifuss' direction, performances are ad
Larry Storch supplies the film's few touches of humor, and at
Lise Bourdin, as a French peasant girl assaulted by Mathews, t
feminine touch.

Running time, 84 minutes. General classification. Current release

WARREN G.

Ride Lonesome

Ranown—Columbia—CinemaScope

HARTFORD, F

THE REDOUBTABLE Randolph Scott, stalwart survivor of a once
breed of screen cowboy heroes, keeps a-ridin', a-shootin' and a-
into the heart of the Golden West, providing some handsome bo
receipts and gladness in the hearts of exhibition everywhere. H
long-time associate, executive producer Harry Joe Brown, working
the corporate title of Ranown Productions, based this latest gidda
go action on a fair-to-middlin' yarn by Burt Kennedy.

Karen Steele, previously exposed in a number of outdoor melod
is the female leading player, and Pernell Roberts and James Best
up the supporting roster. But when all is said and done, as antici
it's Scott upon whom the primary action relies and he delivers a
acteristically firm-grained, jut-jawed, entertaining performance.

Former Sheriff Randolph Scott captures young desperado Jame
and waits for the latter's killer brother, Lee Van Cleef, to come
rescue. Joined by outlaw Pernell Roberts, who is planning to refor
settle down somewhere, and young widow Karen Steele, Scott
brings Best to trial.

Van Cleef finally catches up and is killed by Scott in a showdown
Scott rides off alone, leaving Roberts and Miss Steele to take Be
Santa Cruz, collect the reward and use it, together.

Budd Boetticher, as competent a craftsman as can be found
action field, is listed as producer and director; Jerrold Bernstein
sistant director. The film has the added packaging components o
CinemaScope and Eastman Color.

Running time, 73 minutes. General classification. Release, in Feb

A.

tional

e-Selling

DON WAINWRIGHT, "Life's" ffer, has written a character f Samuel Goldwyn, the cenme of which is based on the ion of "Porgy and Bess." This ning and informative article in the Feb. 16 issue.

rding to the author, when ances Goldwyn told Sam early rning that a fire had completeroyed the sound stage which the Catfish Row set and cosvalued at more than two millars, Sam did not bat an eye ed her "if anyone was hurt." n was not entirely unshaken news of the fire; he actually the 30 minutes of strenuous up exercises he does daily.

article brings the reader from Rouben Mamoulian to Otto ger, who replaced him, and the ring of "Porgy and Bess." This lumbia release will be ready mmer for showing on a reeat basis.

•

all's" created a special Valender spotlighting the romance nd the cast of "Imitation of This attractive Valentine was to the top theatre owners of on and called attention to the ad on the new UI film which pear in the March issue of l's." Starring in "Imitation of re Lana Turner, John Gavin dra Dee.

•

nce Somers selected "The Mouth" as the picture of the in "Redbook" for February. s, "It is an unforgettable hufilm. For this is more than ther study of Gully Jimson, a fighting comformity. When ails down the Thames, you hat despite whatever forces inst him, he'll find another paint."

•

se it tells one of the greatest ries of endurance ever filmed, ives" has been awarded the Magazine" Special Merit or February.

•

jor editorial spread in the ssue of "Seventeen" discusses he Naked Maja" starring Ava and Anthony Franciosa and s the picture's biographical t of the Spanish artist Frana with this actual life story. are for his role as the artist ctor Franciosa spent months about him, visiting his old haunts and studying his s.

•

oone, star of "Mardi Gras," en an article for the March "Photoplay" titled "The One ly Life I'm Ashamed of."

Walter Haas

Television Today

Name Members of HCC Broadcast Committee

From THE DAILY Bureau

WASHINGTON, Feb. 18. – House Commerce Committee chairman Harris has named the members of the subcommittee with jurisdiction over broadcast matters, with himself as chairman.

Other Democratic members would be Representatives Rogers of Texas, Flynt of Georgia, Moss of California, and Rostenkowski of Illinois and Republican Representatives Bennett of Michigan, Younger of California and Avery of Kansas.

'Steve Allen Show' Will Return to NBC in Fall

The "Steve Allen Show" will be back on the NBC Television Network next fall, it was announced by Robert F. Lewine, vice-president, NBC Television Network Programs.

At the same time, Lewine said that the "Steve Allen Show" will move into a new Sunday night time period, 7:30-8:30 P.M., EST, beginning March 15. Effective on that date, the Radio Corporation of America will sponsor the program on alternate weeks, in addition to the current sponsors—E. I. Du-Pont de Nemours and Company, Inc., and Hazel Bishop, Inc.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE w.k. trade mark, WB, not only stands for Warner Bros. but with the continued popularity of their western telefilm series such as "Maverick," "Cheyenne," "Sugarfoot," "Colt '45" and "Lawman," (starting next summer, "The Alaskans,") the initials, "W B" are now recognized by the Television Industry as also signifying, "Western Beauties." (W-hoa B-oy.) . . . The multi-talented Lea Serra, former actress and for five years assistant to the late Martin Henry at Video Pictures, has joined On Film, Inc., producers of commercial, industrial and TV films, as ass't producer. . . . Richard Isaacs, formerly with Arthur Cantor, is now with Mike Merrick Associates. . . . Produced and packaged by Dudley Andrews, the transcribed "Maggi McNellis Celebrity Talk" program is a daily feature over 270 stations. Guests swapping chit-chat with La McNellis in the next few weeks include Gary Cooper, Milton Berle, Celeste Holm, Zachary Scott, Maria Schell, Ginger Rogers, Betsy Palmer and other figures of show biz so howcome this Maggi-nificent program isn't heard in N'yawk? . . . Steve Libby, popular and dynamic Jack of Flack, en route to the coast for a week's huddle with staffers there at Communications Counselors, Inc. . . . Just laughed our way through an 8-page pamphlet titled "Finley-veiled Facts From Art's Almanac" compiled by deejay Art Finley of KROW, Oakland, Cal. Chockful of interesting historical data for the month of February interspersed with Finley's humorous observations. . . .

On several recent occasions when we visited Washington (D.C.) we'd heard nice things about a handsome young announcer-newscaster-deejay named Bill Mayhugh, heard daily over WOL. We tuned him in several times and easily understood why Washingtonians listen to him and believe in his sincerity enough to buy his sponsors' wares. Now that the station has been added to the Mutual net, Billy can't miss being signed for a network radio or TV series. . . . Tempus Fugit Dep't:– On page 16 of the current California Publisher Magazine, an interesting pictorial layout depicts Art Linkletter receiving a plaque on his "House Party" CBShow from Robert Macklin, managing director of the California Newspaperboys Foundation who also introduced to Art, young Robert Haddock who now delivers newspapers on the same route in San Diego that Linkletter served 30 years ago. (we read everything.) . . . Naming by Arnold Maxin of Eddie Heller as A & R exec at MGM Records was a fine move as Heller, not only is one of the best-liked on Tin Pan Alley, but also able, experienced and possessor of mucho music savvy. . . . Comes March 23 and "Beat The ABClock," starts its tenth consecutive year in TV.

Bill Mayhugh

Poor TV Show

(*Continued from page 1*)

to "wholesale murder" and commercials "geared to know-nothings." "Unless program directors of TV networks and stations change this," he added, they will be "digging their own graves" by inviting competition from subscription television.

Committee Will 'Explore'

Butler suggested the Senate Commerce Committee would "explore the entire situation," adding that "it is time for a complete overhaul of programs and advertising."

New Stevens Series Set for 20th-Fox TV

"Mark Sutherland," a science-adventrure filmed TV series based on fact, written by dramatist Leslie Stevens, has been approved for production by Martin Manulis, executive head of 20th Century-Fox Television production. It is the second television series property developed by Daystar Productions, Inc., to receive Manulis' approval within a week.

Two Pilots Completed

Stevens has completed the scripts for pilots of both "Mark Sutherland" and the first series approved, "Arsenal Stone," which has a background of the post-Civil War West. The two series are part of a deal that has been made by the new company with 20th-Fox Television for a program of packages with no projects specified and no written material submitted, but solely on the basis that unique and commercially salable projects would be developed.

Galaxy Will Produce 'Skinny and Me' Series

"Skinny and Me," a new television film series created by Ben Park, will start filming in Hollywood on March 2, it has been announced here by Milton A. Gordon, president of Galaxy Attractions, Inc. This is the second major film series launched by Galaxy this week. Gordon disclosed previously arrangements for the production of the television version of Sir Winston Churchill's "A History of the English Speaking Peoples," with Laurence Olivier as narrator.

King to Skiatron

Kenneth L. King, management engineer and authority in systems engineering, has been appointed executive vice-president of Skiatron Electronics & Television Corp., owner of the Subscriber-Vision systems of toll television, it was announced by Arthur Levey, president of Skiatron Electronics.

"'IMITATION OF LIFE' IS A TRULY POTENTIAL BLOCKBUSTER"

---HARRISON'S REPORT

MR. SHOWMAN
SCREEN IT...
BOOK IT
FOR EASTER!

UNIVERSAL-INTERNATIONAL presents

LANA TURNER
JOHN GAVIN
SANDRA DEE

FANNIE HURST'S
Imitation of Life
in Eastman COLOR

DAN O'HERLIHY · SUSAN KOHNER · ROBERT ALDA
with JUANITA MOORE · MAHALIA JACKSON singing "Trouble of the World"
Hear EARL GRANT sing "Imitation of Life"

Directed by DOUGLAS SIRK · Produced by ROSS HUNTER
Screenplay by ELEANORE GRIFFIN and ALLAN SCOTT

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 34 NEW YORK, U.S.A., FRIDAY, FEBRUARY 20, 1959 TEN CENTS

s Pledged

A to Move
Projection
ining Plan

t Given Top Spot
oard Meeting Agenda

e Owners of America has re-
ssurances of cooperation from
organizations it asked to par-
in the formation of a nation-
ning program to improve mo-
ture projection, George G.
, TOA president, announced
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esult the project will have a
on the agenda of the mid-
eetings of the TOA board of
and executive committee at
flower Hotel in Washington,
larch 1 through 3. Methods
ng exhibitor support for the
so that it can be rapidly im-
d will be discussed at that
the TOA theatre equipment

Continued on page 2)

Film Ad Bill
d, Hit at Hearing

Special to THE DAILY

FORD, Feb. 19.—Mixed re-
eted a proposed measure that
n advertising of objectionable
icture films at a hearing to-
re the Connecticut Legisla-
ciary Committee. A sizeable
n of mothers, representatives

Continued on page 3)

oodfried Heads
tudio Publicity

m THE DAILY Bureau

WOOD, Feb. 19. — Bob
l has been named Columbia
udio publicity manager, suc-
. Horwitz, it was announced
Paul N. Lazarus, Jr., vice-
Goodfried will serve under
n, director of advertising,
and exploitation. Flinn will
the studio on March 9. In
m Goodfried will serve as

ION TODAY—page 5

Fox Sets Special Roadshow Policy For All Engagements of 'Anne Frank'

Only showcase engagements will be accepted by 20th Century-Fox for George Stevens' "The Diary of Anne Frank," Alex Harrison, 20th-Fox general sales manager, said yesterday in announcing the sales policy for the film.

Other requirements called by for the film company in respect to the film are as follows:

Engagements will be refused to theatres unless they allow at least three months prior to the opening date for advance promotion;

Each theatre must be equipped with reserved seat box office facilities;

Each theatre will have to have the

(*Continued on page 4*)

Great Plains Exhibitors Plan New Joint Meet

Special to THE DAILY

KANSAS CITY, Mo., Feb. 19.—The Missouri-Illinois Theatre Owners of St. Louis, and the United Theatre Owners of The Heart of America, have joined together in the sponsorship of a three-day meeting, March 24, 25 and 26, at the Muehlebach Hotel here. The affair will be called "Show-a-Rama No. 2," the first having been held last year. This year the convention has been enlarged upon and plans are being developed by a well-organ-

(*Continued on page 4*)

Film Shares in Good Demand; Prices Strong

Market demand for film shares continued strong on both the Big Board and Amerex yesterday, with several continuing a climb to new highs and others showing substantial gains to close at near-high levels.

Loew's, which has been in good demand for more than a week past, gained another ½ point yesterday to 22⅞, on a turnover of nearly 20,000 shares. Wall Street reports that Union Oil of California, which has an ex-

(*Continued on page 3*)

Skouras Due Here Today; May Wind Up Studio Deal

Spyros P. Skouras, 20th Century-Fox president, will return here today from Washington and will resume immediately the conferences on the proposed sale of the company's Beverly Hills, Cal., studio property to William Zeckendorf's Webb & Knapp realty firm. The negotiations, on the verge of closing, were interrupted on Wednesday when Skouras was called to Washington.

Company officials yesterday indicated some possibility of an agreement being reached today on the huge deal, with formal closing scheduled for some time within the next two weeks.

Upholds Contract Vs. Anti-Trust Charges

The Somerville, N. J., Drive-in Theatre, which had set up a defense of anti-trust illegality to eight percentage actions brought by distributors, lost its appeal to the Appellate Division of the state Superior Court in Newark.

The drive-in was charged with failure to include in its box office reports on percentage pictures sums charged all patrons as part of the admission price for the availability of car heat-

(*Continued on page 5*)

Credit Campaign in '7th' Staying Power

Rube Jackter

The long-distance strength of a well-merchandised film is borne out by the sub-key and subsequent run business being recorded by "The 7th Voyage of Sinbad," Rube Jackter, Columbia vice-president and general sales manager, said yesterday. The picture achieved box office grosses of more than $3,500,000 in the first three weeks of release in 400 key city first runs during the Christmas-New Year holiday season. Since then, Jackter said, the returns have been equally outstanding.

He pointed to the recently com-

(*Continued on page 2*)

ITOA Going

Groups Split On Attending Hearing Here

Suspect Publicity Sole Motive of State Group

Independent Theatre Owners Ass'n. decided yesterday to send a representative to the public hearing at the Hotel Roosevelt here next Thursday called by the state joint legislative committee studying the publication and dissemination of offensive and obscene material, which has sponsored legislation providing for the licensing of New York theatres to enforce broader control over screen content and advertising.

Indications are that other industry organizations and companies also will send spokesmen to the hearing, al-

(*Continued on page 4*)

UA Sales Drive Set With $60,000 in Prizes

Special to THE DAILY

MIAMI, Feb. 19.—United Artists has set a Fortieth Anniversary sales drive to backing the greatest concentration of top quality product in its history, it was announced today by James R. Velde, general sales manager, at the company's annual sales convention at the Roney Plaza Hotel here. The 22-week campaign for collections, billings and playdates will award more than $60,000 in cash prizes to the winners among 33 branches competing in the United States and Canada. This is the shortest

(*Continued on page 3*)

List Nominations for Foreign Film 'Oscar'

From THE DAILY Bureau

HOLLYWOOD, Feb. 19. — The five films nominated for the 1958 Foreign Language Film Award of the Academy of Motion Picture Arts and Sciences were announced today by George Stevens, president.

Films nominated are: "Arms and the Man," ("Helden"), H. R. Sokal—P. Goldbaum Productions, Bavaria.

(*Continued on page 4*)

PERSONAL MENTION

CHARLES BOASBERG, Warner Brothers general sales manager, has arrived in New York from the Coast.

•

MAURICE "RED" SILVERSTEIN, vice-president of Loew's International, will leave here on Sunday for the M-G-M Culver City Studios.

•

REVILLE KNIFFEN, 20th Century-Fox Western division manager, left Denver yesterday for Hollywood.

•

DOUGLAS FAIRBANKS, Jr., will leave New York for London tomorrow via B.O.A.C.

•

BERNIE SERLIN, of the M-G-M home office publicity staff, will arrive in Cleveland today from New York.

•

OSCAR HOMOLKA has arrived in New York from Philadelphia.

•

WAYNE BALL, sales manager for National Theatres' "Windjammer," is in Dallas from Los Angeles. He will visit Oklahoma City before returning to the Coast.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has left there for Jacksonville.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has returned there from Knoxville, Tenn.

•

MAX ROSENBERG, producer, will leave New York today for London via B.O.A.C.

•

JACK RIGGS, of the Riggs Booking Service, Jacksonville, has returned there from Atlanta.

Lester I. McJannet Dies

SEATTLE, Feb. 19.—Funeral services were held here for Lester I. McJannet, 68, stage manager of the Orpheum Theatre and a veteran of more than 50 years in show business. A daughter, two grand-children and two brothers survive.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, February. 23, a legal holiday in observance of Washington's Birthday.

'Sinbad' Drive

(*Continued from page 1*)

pleted one week stand of the Charles Schneer production in some 70 circuit houses in the New York neighborhoods and suburbs. The box office figures in those theatres topped the $650,000 mark, more than matching the $500,000 plus gross which the Roxy on Broadway had recorded in its five week holiday engagement. Additional subsequent runs plus the Long Island and New Jersey first runs will put the New York exchange aggregate gross well above $1,500,000.

Elsewhere, Jackter added, the results have been the same. Despite bad weather conditions, the Philadelphia exchange reported more than $120,000 gross from 31 subsequent engagements, double of what is considered an average good figure for the situations. In the Cincinnati area, 17 theatres plagued by floods and heavy rains rang up $23,000, a 60 per cent jump over the average good figure.

Points to Five Key Cities

Other territorial subsequent aggregate grosses reported by Jackter included Dallas, 36 theatres, $92,000, double average good; Milwaukee, 13 theatres, $30,000, a third over average good; Buffalo, 10 theatres, $17,250, almost double average good; Pittsburgh, 17 theatres, $20,700, 50 per cent better than average good; Cleveland, 25 theatres, $58,000, 60 per cent better than average good.

In every case, Jackter pointed out, both Columbia sales personnel in the field and the exhibitors have repeatedly pointed to the outstanding merchandising campaign for "Sinbad" as a principal reason for both its initial impact and its carrying power through the subsequent runs.

High on everyone's praise list, said the sales chief, have been the television commercials. He referred to a report by Minneapolis salesman Bill Wood, who made a personal survey of the lines in front of the 28-day houses in that city on a Friday night, Saturday matinee and evening and Sunday matinee. He reported that five out of every seven persons credited the TV commercials with having spurred their desire to see the film.

'Oscar' Show Adds 9

HOLLYWOOD, Feb. 19.—Addition of Paul Douglas, Robert Evans, Rhonda Fleming, Clark Gable, Cary Grant, Shirley Jones, Julie London, Lee Remick and Robert Stack to the star studded cast of the 31st annual Academy Awards program was announced today by Jerry Wald. The 105-minute "Oscar" show will be carried by the combined radio and television networks of the National Broadcasting Co., April 6.

DeLaurentiis Monthly Magazine

Producer Dino DeLaurentiis has announced inauguration of a monthly magazine devoted exclusively to his film-making activities. The first issue, just off the presses, is given over entirely to a report on his production, "Tempest," which Paramount will put into release at Eastertime.

DeLaurentiis

The magazine, called "Dino DeLaurentiis Movies," is due for wide distribution in the United States. The initial issue, with Van Heflin, as star of "Tempest," pictured on the cover in full color, is being mailed by Paramount branch offices to exhibitors, film critics, newspaper editors, radio-television commentators, feature writers and other opinion-makers throughout the country.

Outlines Purposes

In a "memo" from DeLaurentiis on the new magazine's first page, the producer indicates that it is being published as a means "to tighten the bonds which link film-makers of all nations." He expresses his conviction that "only through an ever closer exchange of ideas, talent, and information, through a truly international collaboration on all levels, can we maintain the preeminent status the motion picture has attained through the years."

Lipton Heads UJWF's Amusement Division

From THE DAILY Bureau

HOLLYWOOD, Feb. 19. — Appointment of David A. Lipton, vice-president of Universal Pictures, as chairman of the amusement division of the United Jewish Welfare Fund campaign for 1959 was announced today at a luncheon meeting of entertainment industry leaders at the Beverly Hills Hotel here.

Industry Leaders Present

Dr. Max William Bay, general chairman of the UJWF, made the announcement at the gathering, which was called by Samuel J. Briskin, Steve Broidy, Phil Feldman, B. B. Kahane, Jack Karp, Sid Rogell and Mendel Silberg.

Rogell, last year's chairman of the amusement division, was honored by the receipt of a plaque in acknowledgement of his services.

TOA to Mo

(*Continued from page 1*)

committee headed by John B. Sch of Butler, Wisc. It will then be cussed by the board and exec committee.

Kerasotes said that Schuyler's mittee felt that a program cou developed quickly and put into c tion at minor or no cost to th owners, as soon as it could be mined that theatres would coop effectively with such a program

Kerasotes said he had been as of cooperation in development program by RCA Service Co., Service Co., Theatre Equipment ers Ass'n., Theatre Equipment Supply Manufacturers Ass'n., an International Alliance of The Stage Employees and Motion P Operators. Offers of cooperation came unsolicited from the M Picture Research Council and th ciety of Motion Picture and T vision Engineers.

Kerasotes issued the call for o zation of a nation-wide training gram to enable theatre owners, agers and projectionists to rec and correct "sub-par projection," the Motion Picture Research C released a two-year study of 70 and second run theatres in 10 cities, which found that 74 pe of theatres visited had inferior tion due to mechanical misalig of optical equipment.

To Film 'Sunrise'

Jack L. Warner, president of ner Bros., and Dore Schary annc yesterday that "Sunrise at C bello," Schary's play now in i ond year on Broadway, w brought to the screen as a join production by Schary Productio Warner Bros. Schary will produ write the screenplay for the fil matization of young Frankl Roosevelt's life.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
DEBORAH KERR · YUL BRYN
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"THE JOURNEY"
From M-G-M in METROCOLOR
and GALA NEW STAGE SPECTAC

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1270 Sixth Avenue, New York 20,

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ach Predicts udios Profit

By WARREN G. HARRIS

Roach Studios will show a "as of its last financial report," oach, Jr., head of the Holly- production plant, told the press esterday.

subject came up in a general ion of the future of the F. L. company, Detroit auto parts icturing firm and holding con- hich controls the Roach stu- s well as the Mutual Broad- System and the Scranton Roach, Jr. last weekend be- hairman and chief executive of Jacobs when he gained con- the company from Alexander erma, who is under investiga- the Securities & Exchange ssion for alleged violations of tion and anti-fraud laws.

organization 'First Order'

h said that from here on in, Jacobs is going to file every iblished. He has great faith in iness and employees of Jacobs, mented, and is going to make rganization his first order of . One of the first steps in this iization yesterday was the of Herbert Gelbspan, vice- it and east coast representa- Hal Roach Studios, to the board of directors.

ations are that the business Jacobs subsidiaries is as good if not better, Roach reported. that the Mutual Broadcasting "is doing better than any ietwork" in picking up new , and that a new distribution ith Guild Films will mean utlets for Roach's TV film

Silent on Guild-Jacobs

has declined comment on osely the Guild deal ties-in Jacobs situation. Wall Street as it that Guild payments to vill go directly toward paying bs' debts.

Signs Englund

YWOOD, Feb. 19.—George has been signed by Edward ice-president in charge of pro- at Universal-International, to "The Ugly American," novel iam J. Lederer and Eugene purchased by the company ith.

ebuild Iowa House

CITY, Ia., Feb. 19. — The y Chamber of Commerce has l by a unanimous vote a proj- build the local theatre which royed recently by fire. A com- as been named to begin im- study of the project.

New Corporation Gets 5 Hartford Theatres

Special to THE DAILY

HARTFORD, Feb. 19.—Attorney Isadore M. Waxman, president of the Park Street Investment Company, today disclosed an "amicable and satisfactory" contractual settlement with the Hartford Operating Co., previous lessees of the Park Street-owned Central Theatre, West Hartford; Colonial, Lenox, Lyric and Art in Hartford, thus permitting resumption of a daily schedule at the five suburban theatres.

A new corporation, to be known as Community Theatres, Inc., has been formed, to operate the quintet, under the general managership of Carroll J. Lawler, at one time general manager of the Hartford Theatre Circuit, and formerly with Shea Theatres Circuit, New York.

Equipment Had Been Seized

Operating equipment of the five theatres had been seized Feb. 4 by Hartford County sheriffs, armed with writs. Attorney Waxman said the latter action occurred when the Hartford Operating Co. failed to pay its rent.

Meanwhile, there have been no new reopening plans at the downtown, first-run Parsons, closed for the past several weeks, following the voluntary relinquishing of the lease by Bernard Menschell.

Film Shares

(*Continued from page* 1)

ploratory drilling contract, had brought in a well on the MGM Culver City studio property, could not be confirmed. Others thought the generally brighter prospects for the company explained the popularity of the issue.

Warners, another in strong demand and a consistent gainer over a period of several weeks, was up fractionally to close at 30⅛, near the high for the past 12 months. Twentieth-Fox was up ¾ to 40¾, also near the high.

AB-PT Advance Steady

American Broadcasting - Paramount Theatres, which has been advancing for the past several days, closed unchanged yesterday at 22½, near the high for the past year. Columbia Pictures, although off fractionally, closed at 20⅞, against a year's high of 21. Walt Disney Prods. was up 1⅛ to 47½; List Industries (RKO Theatres), was up ¼ to 10⅜; National Theatres, up ¼ to 11; Paramount Pictures, up ¾ to 47⅜; Stanley Warner, up ⅛ to 24⅝, and Universal was quoted at 29⅞ on its last transaction.

On the American Exchange, Allied Artists, in good demand, was up ⅜ to a new high of 5⅛, and Technicolor up ⅛ to 8¼.

Heads AA Branch

ATLANTA, Feb. 19.—Ben Jordan, former sales representative here for Allied Artists and more recently branch manager in Oklahoma City, has been named branch manager for the company at New Orleans, replacing the late George Nungesser.

UA Sales Drive

(*Continued from page* 1)

drive for the most money in prizes ever offered by UA.

Commemorating the founding of United Artists in 1919, the Fortieth Anniversary sales drive will be co-captained by Velde and Roger H. Lewis, national director of advertising, publicity and exploitation. The sales effort simultaneously honors the eighth anniversary of UA's management by Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president, and Arnold M. Picker, vice-president in charge of foreign distribution.

The 33 domestic exchanges will compete for the $60,000-plus prize purse in three groups of equal grossing potential, with the drive run in three laps of five, four and seven weeks, climaxed by a six-week home-stretch period. The first phase ends March 7. Succeeding stages will conclude April 4, May 22 and July 4.

The three groups include the Eastern and Canadian, Central and Southern, and Western Divisions.

'Periscope' Here Mar. 4

Warner Bros.' "Up Periscope" will have its New York premiere Wednesday, March 4, at the Roxy Theatre.

Conn. Hearing

(*Continued from page* 1)

of parent-teacher associations and church - affiliated groups, strongly backed the bill that had been introduced by State Senator Orefice.

Newspaper and motion picture men included attorney Herman Levy, general counsel for Theatre Owners of America and executive secretary of the Motion Picture Theatre Owners of Connecticut. He maintained that "there is no question" there are laws on the books of the state today to handle this problem, and labeled the measure as "strangulating and unconstitutional legislation."

Editor Has Alternative

Sidney A. Bedient of the "Norwalk Hour," told the hearing: "I am in complete sympathy with the aims of the ladies who have been heard here, but I don't think any bill of compulsory control will solve anything. It would be very difficult to obey and enforce such a law."

As an alternative, Bedient suggested that the legislature ask Governor Ribicoff to appoint a statewide committee to enlist support of journalism and the motion picture industry.

Committee members questioned informally by a Quigley Publications representative indicated they would not favor any great changes in existing statutes.

SEE A THINKING MAN'S WESTERN!
ALIAS JESSE JAMES
COMING SOON!
THRU UA
40th Anniversary / 1919-1959

'Anne' Policy

(*Continued from page* 1)

highest quality stereophonic sound equipment.

The necessity for at least three months of advance promotion prior to the playdates of "Anne Frank" was emphasized by Harrison. This policy, he stated, will provide "Anne Frank" with the proper amount of time for the "precise and exactly right amount of advance pre-selling."

Campaigns comparable to the full-scale and unlimited ones currently underway for the Stevens' production's world premiere engagement at the RKO Palace on March 18 and for subsequent engagements in Los Angeles, Chicago, Miami and Boston, will be afforded each playdate."

'Full-Scale Selling Job'

"Since we are requiring certain things of the exhibitor," Harrison said, "we intend to give each playdate of 'Anne Frank' a complete and full-scale selling job. To us, each date is a showcase engagement."

Another requisite for an "Anne Frank" playdate will be the theatre's complete and up-to-date facilities for stereophonic sound. Due to the advanced recording of the Stevens production and the emphasis on stereo in the original recording of the film's soundtrack, full utilization of stereophonic equipment will be specified as a "must."

Harrison emphasized that the film company was not trying to make booking "Anne Frank" difficult but rather is "trying to insure that both the exhibitor and 20th Century-Fox get the proper showcasing and background for the attraction."

Sees Industry Aided

"In the final analysis," Harrison said, "this can only mean greater things for the motion picture industry. I have seen 'The Diary of Anne Frank' and I know that this is the kind of presentation our industry needs."

Book 'St. Therese'

Ellis Films' "The Miracle of Saint Therese," now playing at the 55th Street Playhouse here, has been booked by Skouras Theatres in New York, Stanley Warner Theatres in Ohio and Pennsylvania and the Schine Circuit.

Groups Split on Hearing Value

(*Continued from page* 1)

though it is suspected in most industry quarters that no genuine purpose is likely to be served thereby.

It is also likely that some organizations and companies with an interest in the pending state legislation will not be represented at the hearing next Thursday. These believe that the hearing has been scheduled as a publicity stunt by the joint legislative committee and that to send representatives to it would be to play into the hands of the publicity seekers.

Four Measures Involved

It was pointed out that the same committee held public hearings here last December, but because New York City newspapers were not being published then because of a strike of deliverymen, the publicity results were almost nil. The joint legislative committee returned to Albany, drew up four bills for the control of New York theatres and their screens, then scheduled the hearing set for next week despite the fact that the bills have been referred to other committees for action. The Senate education committee and the assembly judiciary committee now have jurisdiction over the measures in the two houses at Albany. Spokesmen for those committees have asked that expressions for or against the licensing and film classification measures be filed with their committees promptly.

Thus, any industry expressions given to the joint legislative committee at the public hearing here next week will duplicate those to be given to the committees actually having jurisdiction over the bills. Nevertheless, some industry spokesmen said they felt it would be a mistake to waive appearances at the hearing here and let the industry's story remain untold. This would result in a one-sided report to the public in the event the hearing is, as suspected by many, merely a publicity device.

The pending state bills provide for licensing of theatres and the imposition of controls on both films and advertising, infractions of which would be punishable by license suspensions or cancellations. Another bill would authorize the state censor to classify films for adults only and to direct theatres to so advertise them.

TV Groups Concerned

Opposition to the measures is mounting with publication and television interests reportedly concerned that the legislation may be an opening wedge to the licensing of other media.

Some have considered protesting to the legislature and the public the seemingly unwarranted use of public funds by the joint legislative committee for the holding of its second hearing, bound to duplicate the recording of opinions on the same bills with the two committees to which they have been assigned.

Drive-In Sues Golf Course on Lights

Special to THE DAILY

DENVER, Feb 19. – Den-View Theatre Corp., owners of the 1,000-car Lakeshore Drive-in Theatre here, have entered suit in the amount of $32,850 against Miniature Golf, Inc., in Denver District Court. Miniature Golf operates a small golf course on ground immediately adjacent to the Lakeshore Drive-in property, and the drive-in management charges that bright lights used in after dark activities of the golf course seriously hamper effective operation of the theatre.

Lakeshore Drive-in also cites the failure of the golf course management to properly fence their area as a protection against golf balls landing on the theatre property.

Great Plains Group

(*Continued from page* 1)

ized group of showmen from both Kansas City and St. Louis.

As a part of the meeting there will be an equipment show and facilities for over 48 booths have been made available to equipment dealers.

The working side of the convention is being handled by Richard H. Orear, executive vice-president of Commonwealth Theatres. He and a special committee of showmen are guiding the basics for the program and the equipment display section. The convention this year is open to all who care to attend—and the committee has contacted many organizations and circuits for attendance. Basically, it is the desire of the officers to have showmen from the Great Plains area.

Special work is being done toward developing a special showmansh
which will contain a plan for exhi
to use this spring and summer–t
the "group selling of motion pic
and "the motion picture theatre.'
don McLendon, president of th
Lendon Corporation, Dallas,
will speak.

Iowa Theatres to 'Baby For the Shopping Mothe

Special to THE DAILY

**DAVENPORT, La., Feb. 1
Quad-City theatres will ser
"baby-sitters" for spring shoppe
cording to a program outlined
by area merchants.**

**The spring shopping season w
started Feb. 28 in the area.
chants will invite mothers to
their children in the theatres
they shop. Special programs are
arranged to entertain the youn
while parents take advantage
spring bargains.**

Nominatio

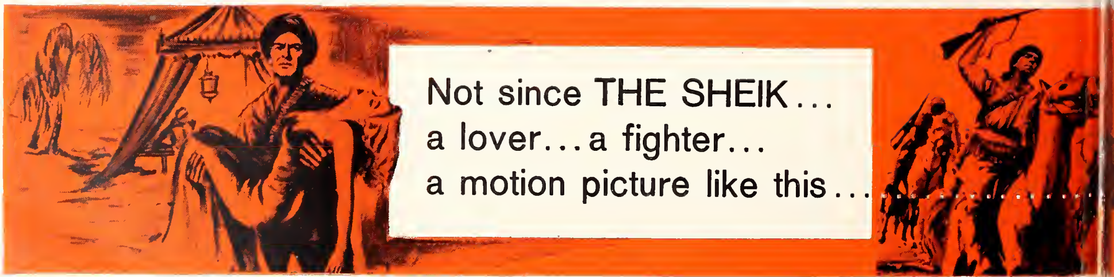
(*Continued from page* 1)

Filmkunst A. G. (Germany); "La
ganza," Guion Producciones Ci
tografica, (Spain); "My U
("Mon Oncle"), Specta-Gray
Films in association with Film
Centaure (France); "The Road a
Long," ("Cesta duga godinu d
Jadran Film (Yugoslavia); "The
Unidentified Thieves," ("I
Ignoti"), Lux-Vides-Cinecitta (

Special Committee Utilize

A special foreign language
award committee, headed by F
M. W. Vogel in the absence of
Luraschi, viewed all entries an
secret ballot, selected the nomi
films. The five pictures wil
screened at the Academy
Theatre for the entire Academy
bership, with all active me
casting secret ballots after vi
the films.

To be eligible, films were re
to be of feature length with a
English sound track, comme
shown overseas during 1958. E
tion in the United States and
lish subtitles were not necessa
eligibility. Every country was i
to submit one entry for Aca
consideration.


Not since THE SHEIK...
a lover...a fighter...
a motion picture like this...

holds Pact

(*Continued from page* 1)

winter and a children's play- l in summer.

its defense, the drive-in con- l that the plaintiff distributors legally conspired to impose al- unreasonable clearances on it. efense was stricken by the lower on joint motion of the distribu- intiffs, and was appealed.

three-judge Appellate Division ne exhibitor's contentions to be ld because, in the absence of racy, there is no violation of the ıst laws even if the theatre's run nreasonably delayed and, even conspiracy is shown, the con- tself is not invalid. In other the court adjured the drive-in ıor its film contract with the ffs and, if it had an anti-trust int against them, to proceed independently.

ination of a 10-cent per patron m admission prices amounted to on the percentage engagements d in the action. The fee alleged- assessed against all patrons r the facilities were used or not. ard Woelper of Newark and & Stein of New York were l for distributors. Monroe Stein abeth, N. J., was counsel for atre.

mount, Parker in iple-Picture Deal

rom THE DAILY Bureau

LYWOOD, Feb. 19. – Fess yesterday signed a new multi- ture non-exclusive deal with unt calling for two films a year next six years. The new pact des Parker's previous contract e studio, under which he was in one picture each year for ears.

er has completed two starring for Paramount, "The Hang- nd "The Jayhawkers," the latter ing the first on a one-per-year

ilm 'Achilles'

ıcer Bernard Luber and United have acquired film rights to Mather's novel, "The Achilles which will be published by rs late this month. The picture filmed on location in Cyprus eece in the summer or fall.

Television Today

House Group to Undertake Long Study of Broadcast Allocation

By J. A. OTTEN

WASHINGTON, Feb. 19.–House Commerce Committee chairman Harris (D., Ark.) said his own communications subcommittee would undertake an exhaustive study of the proper allocation of the broadcast spectrum.

At the same time, he introduced legislation to carry out the recommendations of last year's investigating "oversight" subcommittee, and announced hearings on this bill would be an early order of business. He also said he was reconstituting a special investigating subcommittee, again with himself as chairman, to investigate items left over from last year.

Committee officials said they felt none of these hearings would interfere with Harris' plan for early hearings on the pay TV problem. The committee is waiting a Federal Communications Commission report on Harris' bill to bar all but limited, technical tests of toll-TV.

Plans Wide-Scope Study

Harris said he planned to use experienced technical experts for his spectrum study, which would include present and future uses of the broadcast spectrum by military and other governmental agencies, private broadcasters, industrial users, and others.

The Senate last year passed a bill calling for a spectrum study, but the House did not. The President then set up a special commission, but its report has not been made public.

The new investigating subcommittee, Harris said, will concentrate on recommendations made by last year's subcommittee for further study. These included such items as the FCC's multiple-ownership rules, network licensing, option time, and the UHF-VHF problem.

The bill introduced by Harris would set up standards of conduct for members of the FCC and other regulatory commissions and their staffs prohibit improper off-the-record communications, require each commission to elect its own chairman, provide for greater assumption of personal responsibility by commissioners for the preparation of commission opinions, provide criminal penalties for violation, and make other similar changes.

Syndicated Film Prices Said Remaining Level

Special to THE DAILY

KANSAS CITY, Feb. 19. – Prices to local advertisers and stations of half-hour syndicated television film programs have remained virtually unchanged over the past six years despite greatly improved production quality, Michael M. Sillerman, president of NTA Program Sales, said here today in an address before the Kansas City Advertising and Sales Executive Club.

At the same time, Sillerman forecast a "new, exciting and promising vista" in syndicated programming in 1959 as a consequence of new series becoming available on video tape. He predicted that there would be no conflict between tape and film programming, but rather that they would live side by side and each would tend to enhance the other.

Although stating that such predictions were exceedingly hazarous, Sillerman offered the opinion that, for the immediate future, "no major price changes of any consequence in the local markets are in line for top quality film series," even though production and sales costs have increased enormously.

Bookasta to Fairbanks

George Bookasta, film director, has been appointed New York representative for Jerry Fairbanks Productions of California.

Networks Pledge 'Responsibility'

The networks "will continue to shoulder the responsibility for television's mammoth potential," according to Hubbell Robinson, Jr., executive vice-president in charge of network programs, CBS Television.

Speaking at the monthly chapter meeting of the American Marketing Association at the Hotel Sheraton East here yesterday, Robinson said that it is TV's duty "to inform, to educate, to shed light on the world we live in. It is quite true that it is our responsibility to do this. We welcome that responsibility. Our further discharge of it shall be limited only by our imagination and our talent for finding the ways and means to communicate to millions of people."

ABC-TV Official Heard

Also speaking at the meeting was Thomas W. Moore, vice-president, programming and talent, ABC-TV, who said that the current controversy in programming "arises because television is condemned, not for what it is, but for what people might like for it to be."

He added, however, that no one is going to shirk responsibility and that TV's leaders will continue to probe into areas "where our success has been less pronounced."

Temple Show to Benefit Crippled Children

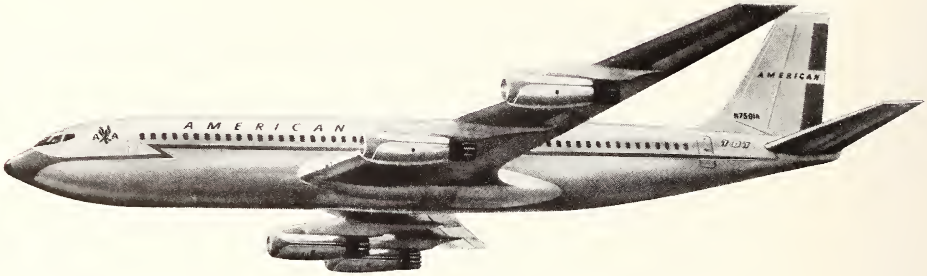
Special to THE DAILY

CHICAGO, Feb. 19. – Shirley Temple, hostess and narrator of her own TV "Storybook," will repeat her presentation of "The Little Lame Prince" over the ABC-TV network Monday, March 16, on behalf of the National Society for Crippled Children and Adults.

Through the cooperation of Miss Temple, the producers and sponsors, the program will be "dedicated to American crippled children and Easter Seals which help them walk again."

IE BANDIT OF ZHOBE *from Columbia!*

AMERICAN–the Jet Airline–Announces additional service



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707

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All
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s News

MOTION PICTURE DAILY

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and
to the
Point

85, NO. 35 NEW YORK, U.S.A., TUESDAY, FEBRUARY 24, 1959 TEN CENTS

ıeman, Velde

edict 1959 › Be U. A.'s ggest Year

lude Sales Meet with ıte to Exhibitors

Special to THE DAILY

MI, Feb. 23. – United Artists ıve its biggest year in 1959, ı J. Heineman, vice-president ·ge of distribution, and James le, general sales manager, pre- here at the concluding meet- the company's 40th anniver- les convention at the weekend. he same time Heineman paid to the nation's exhibitors, say- was the "support and loyalty e showmen" that helped make the $65,000,000 feature line- ıt the company will release

(*Continued on page 4*)

mer Bookings Set for Columbia Duo

iple openings of the combina- f "The H-Man" and "The ı Eater" have already been set innati and Los Angeles in June y by Columbia Pictures, Rube vice-president and general ıanager, has announced. He he bookings an example of the ıge planning "which is a vital ent in successful film merchan- oday."

date for Cincinnati is June 24

(*Continued on page 4*)

stry Groups to ose N.Y. Bills

les McCarthy, Compo informa- ector, has been designated co- or for industry witnesses who ify at the hearing called by the nt legislative committee study- dissemination of obscene mate- Thursday at the Hotel Roose- e.

ations are spokesmen for indus-

(*Continued on page 2*)

'ISION TODAY—page 6

Promised Expansion, Roach Guterma Link Brings Headaches, Instead

Hal Roach, Jr., new board chairman of the beleagured F. L. Jacobs Co., had looked to it hopefully when it took over Hal Roach Studio last year as the key to a significant expansion of the Roach operation.

Now the 40-year-old, 225-pound executive, son of the highly successful, pioneer comedy film producer, is in the midst of the battle to keep the Jacobs company afloat. A. L. Guterma, who formerly headed the company, is confronted with charges of having violated Securities and Exchange Commission regulations and with other S.E.C. moves.

Following the take-over of Hal

(*Continued on page 5*)

Cinerama, Inc. Gets Funds from Prudential

The Prudential Life Insurance Co. of America has agreed to provide "multi-million dollar financing" for a large expansion of the activities of Cinerama, Inc., it was reported by Hazard E. Reeves, president of Cinerama, Inc. The agreement was ar-

(*Continued on page 4*)

See Maximum of 35 Initial 'Anne' Dates

Initial showings of 20th Century-Fox's "The Diary of Anne Frank" may be limited to no more than 35 theatres in the U. S., it is learned.

Thus far, only five engagements have been set for the picture which will have its world premiere at the RKO Palace Theatre here, March 18. Other dates have been set for Miami,

(*Continued on page 5*)

AA Six-Month Profit Listed at $120,000

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—Allied Artists Pictures' operations for the 26 weeks ended Dec. 27, 1958, resulted in a net profit of $120,000 as compared with a net profit of $172,000 for the corresponding period in the previous year. The figures, as shown by the books without audit, were revealed at a meeting of the executive committee

(*Continued on page 4*)

Announce Nominations for '58 Oscars

From THE DAILY Bureau

HOLLYWOOD, Feb. 23—Nominations in the top categories for the 1958 Academy Awards were announced today as follows:

BEST MOTION PICTURE: "Auntie Mame," Warner Bros.; "Cat on a Hot Tin Roof," Avon Prods.—M-G-M, Lawrence Weingarten, producer; "The Defiant Ones," Stanley Kramer—United Artists; "Gigi," Arthur Freed Prods.—M-G-M; "Separate Tables," Clifton Prods.—U.A., Harold Hecht, producer.

BEST ACTOR: Tony Curtis in "The Defiant Ones"; Paul Newman in "Cat on a Hot Tin Roof"; David Niven in "Separate Tables"; Sidney Poitier in "The Defiant Ones"; Spencer Tracy in "The Old Man and the Sea," Leland Hayward—Warner Bros.

BEST ACTRESS: Susan Hayward in "I Want to Live," Figaro, Inc.—U.A.; Deborah Kerr in "Separate Tables"; Shirley MacLaine in "Some Came Running," Sol C. Siegel Prods., Inc.—M-G-M; Rosalind Russell in "Auntie Mame"; Elizabeth Taylor in "Cat on a Hot Tin Roof."

BEST DIRECTING: "Cat on a Hot Tin Roof," Richard Brooks; "The Defiant Ones," Stanley Kramer; "Gigi," Vincente Minelli; "I Want to Live," Robert Wise; "The Inn of the Sixth Happiness," 20th Century-Fox, Mark Robson.

BEST SUPPORTING ACTOR: Theodore Bikel in "The Defiant Ones"; Lee J. Cobb in "The Brothers Karamazov," Avon Prods., Inc.—M-G-M; Burl Ives in "The Big Country," Anthony-Worldwide Prods.—U.A.; Arthur Kennedy in "Some Came Running"; Gig Young in "Teacher's Pet," Perlberg-Seaton, Paramount.

BEST SUPPORTING ACTRESS: Peggy Cass in "Auntie Mame"; Wendy Hiller in "Separate Tables"; Martha Hyer in "Some Came Running"; Maureen Stapleton in "Lonelyhearts," Schary Prods., Inc.—U.A.; Cara Williams in "The Defiant Ones."

Early in March

Will Decide Soon on New B-B Campaign

To Query MPAA Board on Participation if Radio Only

Whether a new attempt to conduct an all-industry business-building campaign should be made this spring is expected to be decided within the next few weeks, it was learned yesterday.

The executive committee for the business-building campaign, acting in response to continuing exhibitor interest in a business promotion endeavor joined in by the entire industry has plans to sound out the Motion Picture Association board of directors on whether or not it will renew its offer of last year to match exhibitor contributions to a fund to finance such a project.

The MPAA board probably will

(*Continued on page 4*)

Loew's Acts Today On Cumulative Voting

Elimination of cumulative voting in the election of Loew's directors is expected to be voted by a very substantial majority at the special meeting of company stockholders to be held at Loew's 72nd Street Theatre here this morning.

The meeting was called for the sole purpose of voting on the proposal to end the cumulative voting method. No other business is scheduled to come before the meeting.

If, as expected, the proposal meets with the approval of the stockholders, the regular voting method will prevail at the annual meeting of Loew's stock-

(*Continued on page 3*)

MPA to Meet Extra Cost Of 'Oscar' Telecast

The Motion Picture Association board of directors on Friday approved payment by the Association of extra charges involved in transferring the telecast of the Academy Awards presentations from a Wednesday to a Monday night.

Details of the increased costs,

(*Continued on page 6*)

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, and LEO JAFFE and PAUL N. LAZARUS, Jr., vice-presidents, have returned to New York from Hollywood.

•

GEORGE WELTNER, Paramount vice-president in charge of world sales, returned to New York yesterday following a month-long visit to Central and South America.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, and JOSEPH RIVKIN, West Coast executive, will leave New York and Hollywood, respectively, this week for Miami Beach.

•

BRUCE EELLS, executive vice-president of United Artists Television, left New York at the weekend for Europe.

•

BOB SEAMAN, in charge of motion picture advertising for "Look," will leave New York tomorrow for the Coast.

•

MARTIN S. DAVIS, Paramount assistant director of advertising-publicity, will return to New York tomorrow from Hollywood, Dallas and Atlanta.

•

WILLIAM WYLER, director, will return to New York from Italy today aboard the "Caesar Augustus."

•

MAC WEIS, of the Allied Artists staff in Charlotte, has returned there from Atlanta.

•

HANK HOWARD, of the United Artists home office exploitation department, is in Hartford from New York.

•

DON BOUTYETTE, publicity head for Buena Vista's "The Big Fisherman," has returned to Hollywood from New York.

•

HANK FOWNES, vice-president and head of the Eastern division of MacManus, John and Adams advertising agency, has left New York for Los Angeles.

Paul R. Aust Dead

PALM SPRINGS, Cal., Feb. 23.—Funeral services have been held here for Paul R. Aust, former Seattle exhibitor. He is survived by his wife, Georgia.

EDITORIAL

A Needless Hearing

By Sherwin Kane

ONE of the most obvious and deplorable bids to use the motion picture industry as a springboard for personal and political publicity to come to the attention of motion picture people in quite some time is the wholly transparent device of the state joint legislative committee studying the publication and dissemination of offensive and obscene material in calling its second public hearing since mid-December on its measures to license and control screens and advertising of the state's theatres.

In the unanimous opinion of the New York industry, members of which are taxpayers as well as motion picture and theatre workers, this use of public funds by the committee to whet its once-frustrated appetite for the limelight, is unwarranted and inexcusable.

•

When this committee held its December public hearings here it was unexpectedly confronted with a news (publicity) blackout because all New York City newspapers had suspended publication in consequence of a deliverymen's strike which paralyzed newspaper distribution.

The committee remained in session for two days, hearing every possible party of interest, pro and con, on the legislation, it seems apparent in the interval, it had even then made up its mind to introduce just as soon as the legislature reconvened.

In recent weeks four separate measures for the greater control and, therefore, censorship of theatre screens and advertising, were introduced under the committee's sponsorship.

•

The bills were duly referred to the proper committees, giving them jurisdiction over them—the Senate education committee and the assembly judiciary committee. Both have invited expressions pro and con on the measures.

What possible purpose can be served—other than the obtaining of publicity for committee members—by the joint legislative committee's expense-ridden, duplicating hearing called for this Thursday in the Hotel Roosevelt? For this time, the New York City newspapers are not on strike.

Nothing of consequence can be added to the record by either side.

The most that can be gained is a junket to the big city by committee members at the expense of taxpayers.

It is time the white light of publicity was focused on legislative capers of this kind, rather than on the motion picture industry.

Urges Pressure for U.K. Tax Abolition

From THE DAILY Bureau

LONDON, Feb. 18 (By Air Mail)—Urging every section of the film industry here to continue to press for the abolition of the cinema tax, Sir Tom O'Brien, Member of Parliament and General Secretary of National Association of Kine Employees, said here:

"The days between now and the middle of March are the most vital of all and pressure from all sides should be stepped up on the Chancellor of the Exchequer. Those who have not written to their own MPs should do so now and not rely on the endeavours, excellent as they are, of the All Industry Tax Committee."

"As an old campaigner," Sir Tom continued, "I have known that often it is the last straw that breaks the camel's back. Let us collect as many last straws as we can to break the back of the Chancellor's resistance."

Budget Day is likely to be mid-April.

Resume Talks Today on 20th-Fox Studio Sale

Conferences looking to an early agreement on the sale of 20th Century-Fox's Beverly Hills studio property to William Zeckendorf's New York realty firm, Webb & Knapp, are scheduled to go into their final stages here today.

The conferences were resumed last Friday after having been interrupted for several days when 20th-Fox president Spyros Skouras was called out of town. Actual signing of the deal may not take place for another 10 days or two weeks.

Industry Uni

(Continued from page 1)

try organizations such as Indepe Theatre Owners Ass'n., Metrop M. P. Theatres Assn., Theatre O of America and the Motion Pictur sociation of America will appea present statements for the indus the hope of counteracting some statements expected from ele backing the theatre and screen c measures introduced in the state lature under the sponsorship o committee.

Denounced by Distributors

Advertising-publicity director major distribution companies, a ber of whom testified at the same mittee's hearing here last Dece will not testify again. Pointing ou industry views were already o committee's records, most of the ecutives denounced the repeat h as a publicity stunt.

Republic Plan to Q Industry About Finis

Republic Pictures Corp. has " completed" its plan to discontinu duction and distribution of motio tures, Herbert J. Yates, president stockholders in the company's a report sent out at the weekend.

Operations of the company a subsidiaries for the fiscal year Oct. 25, 1958, resulted in a net of $1,482,337. This compares w net loss of $1,362,420 for the pr fiscal year.

Gross revenue for the fiscal amounted to $33,468,482, as com with $37,899,826 the previous

Films previously produced ar being distributed through indepe distributors both in the United and foreign countries, Yates say the change "has enabled us to substantial economies."

NEW YORK THEAT

RADIO CITY MUSIC HALL
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DEBORAH KERR • YUL BRYN
in ANATOLE LITVAK'S Production
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From M-G-M in METROCOLOR
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PEOPLE

llis **Haeger,** formerly director of relations for the Popcorn In- , Chicago, has been named di- of the newly-formed concession tion department of Filmack r Co. She assumed her new at the Filmack home office in go on Feb. 16.

☐

Dan **Davis,** most recently man- of the Rocket Theatre, Rock , Ill., has taken over new duties nager of the Ritz Theatre, Mil- e.

☐

ert **Martin,** a veteran of 33 in theatre management, cur- at the Shaker Theatre, Shaker s, Ohio, a unit of Associated t, has tendered his resignation, ve March 1, and will enter an- business for himself in Daytona Fla.

☐

ip **A. Roth,** New York financier director of Loew's, Inc., has lected to the board of directors I. McGraw & Co., construction ers of Hartford.

☐

ge **Stevens,** president of the ny of Motion Picture Arts and es; **Edmund D. Hartmann,** nt of the Writers Guild of a–West, and **Billy Wilder,** er-director, have been named board of judges for the fifth Goldwyn Creative Writing Competition at U.C.L.A.

stry Delegation
Reed Funeral

Special to THE DAILY

KIRK, N. Y., Feb. 23.—A dele- of upstate theatre men organ- the Council of Motion Picture zations attended the funeral for Congressman Daniel A. ormer chairman of the House and Means Committee, held afternoon, at the Unitarian here. The delegation included ntatives from Loew's, Para- and Shea circuits, as well as in- ent operators of theatres in district.

pitors were present from Buf- ochester, Olean, Dunkirk and pstate communities. In a state- sued in New York City by Rob- ne, special counsel for COMPO, at the death of Reed was "a ss to the motion picture indus- oyne praised Reed as being the first of our national legisla- recognize the disastrous effects Federal admission taxes were upon motion picture exhibi-

ook 'Alias' Mar. 18

s Jesse James," starring Bob will open at 21 theatres on a run basis in the Los Angeles March 18.

British Back TOA Plan On Using U.S. Stars

The suggestion, relayed by Theatre Owners of America, that foreign producers employ American stars and directors to make their pictures more suitable for American theatres and the world market, has been endorsed by the British exhibitors organization, T.O.A. has disclosed. Ellis F. Pinkney, general secretary of the Cinematograph Exhibitors' Association of Great Britain and Ireland, in a letter to George G. Kerasotes, T.O.A. president, declared C.E.A.'s General Council had approved the principle of this suggestion for increasing motion picture production for American theatres.

Follows Fabian Report

Kerasotes several weeks ago sent to producer, distributor and exhibitor organizations all over the world, the recommendation of the American Congress of Exhibitors' committee on ways and means to increase motion picture production, of which S. H. Fabian is chairman. Fabian's report urged that foreign producers be impressed with the fact that if they could make "more pictures aimed at the American market" they would not only help relieve the American product shortage situation, but earn a larger share of the world market.

C.E.A.'s General Council, in noting the Fabian committee recommendaions, declared:

"So far as it may be possible to do so, whilst at the same time retaining to a reasonable extent that elements in British films which portray the British way of life and thought, your Committee was in agreement with the sentiments expressed by the American Congress of Exhibitors and proposes that Theatre Owners of America be informed accordingly."

Wants Americans Advised

"It is further suggested that the attention of the producer Associations be drawn to this subject, and enquiry made as to their views."

Pinkney advised Kerasotes copies of the C.E.A. report had been sent to the British Film Producers Association and the Federation of British Film Makers.

Remodeling Program For Chicago Theatre

Special to THE DAILY

CHICAGO, Feb. 23. — A $250,000 remodeling program for the Regal Theatre here, recently acquired by the South Parkway Building Corp., has been announced. Among improvements to be made, according to George L. Brandt, managing director, will be installation of new seats, modernization of the front arcade, boxoffice, lounges, and lobby.

Si Griever will have charge of buying films for the Regal, and Charles Hogan will secure live talent for stage show presentations, Brandt said. The 3,000-seat house will strive for a neighborhood first-run policy.

Loew's Voting

(*Continued from page 1*)

holders to be held at the same place on Thursday, at which time a new board slate of 15 nominees will be voted on.

Loew's management strongly urged company stockholders to approve the elimination of cumulative voting in a letter accompanying the notice of the special meeting.

Sees Dissension Created

The letter said that in the opinion of the Loew's board "the existence of the cumulative voting system has been a major element in provoking dissensions and threats of proxy contests . . . and that its abolition will reduce the likelihood of the recurrence of such strife."

Citing the heavy costs to the company of the 1957 proxy contest conducted by Joseph Tomlinson, dissident director, who recently sold most of his Loew's stock and resigned from the board, the letter said the "threats of contests and the internal divisions have also burdened the company with heavy direct expenses and have wasted time and effort, lost opportunities, adversely affected employes' morale, discouraged principals from doing business with the company, taken time and energy of directors and officers away from constructive work.

Cites Company's 'Best Interests'

"Your board of directors believes that it is against the best interests of the stockholders to permit this company to continue any longer as an arena for corporate misadventure. We therefore urged you to vote for the proposed amendments," the letter said.

The board nominees who will be up for election at Thursday's meeting are: Ellsworth C. Alvord, Omar N. Bradley, Bennett Cerf, Nathan Cummings, Ira Guilden, George L. Killion, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John I. Snyder, Jr., John L. Sullivan and Joseph R. Vogel.

The board until recently had 19 members. Under cumulative voting dissidents were in a position to reelect themselves.

Services Back 'Hill'

United Artists national promotional campaign for "Pork Chop Hill," starring Gregory Peck, will have the full support of the Department of Defense and the Army. Service cooperation will cover a wide range of promotion, including recruiting drives, posting of display cards, use of military personnel and bands in connection with local premieres, and radio and TV appearances by Korean War heroes.

Hollywood Books 'Nun'

Warner Brothers' "The Nun's Story," already set as the Fourth of July attraction at the Radio City Music Hall here, has been booked as the Independence Day feature at the Hollywood Paramount Theatre in an exclusive Southern California engagement.

TENT TALK

Variety Club News

BOSTON — Outstanding figures in civic, religious and industrial organizations will join with the Variety Club of New England and the sporting world on May 17 to honor Joe Cronin, American League president, trustee and chairman of the executive committee of the Children's Cancer Research Foundation (Jimmy Fund), who has been chosen unanimously to be the recipient of VC's "Great Heart Award." The presentation banquet will be held in the Imperial Ballroom of the Statler-Hilton Hotel.

△

MILWAUKEE—George Eby, chief barker of Variety Clubs International, attended the regional meeting held here, at which Tent No. 14 was host. Other officials of the organization included Joseph Podoloff, international representative, Region 4; Marc J. Wolf, international main guy; W. R. Praught, chief barker, Des Moines, and Rex Carr, chief barker, Indianapolis.

△

BALTIMORE — Ladies will be admitted this year to the Baltimore Variety Club's annual oyster roast, which will be held on March 8 at the clubrooms. Larry Jacobs is in charge of the program.

Announce Dais List For Sugar Luncheon

The dais list for the testimonial luncheon to honor Joseph M. Sugar, vice-president of Magna Theatre Corp., here tomorrow has been announced The affair, which will be at Toots Shor's Restaurant, will be attended by 150 of his friends in exhibition and distribution.

On the dais will be George Skouras, William J. Heineman, James R. Velde, Max E. Youngstein, Bernard Kranze, Sol Schwartz, Eugene Picker, Arnold Picker and Bud Edele. The committee on arrangements includes Larry Morris, Bernie Myerson and Bob Deitch. Harry Brandt will act as toastmaster.

Cinema Lodge to Elect Officers on Friday

Election of officers of Cinema Lodge B'nai B'rith, which this year commemorates its 20th anniversary, will will be held at a luncheon on Friday at Toots Shor's Restaurant, it was announced by Jack H. Levin, chairman of the nominating committee. Co-chairmen are Robert Shapiro and Martin Levine.

The list of nominees is as follows: president, Alfred W. Schwalberg; treasurer, Jack Weissman; secretary, Abe Dickstein; vice-presidents: Irving R. Brown, Jack Hoffberg, Maurice B. Leschen, Milton Livingston, Joseph R. Margulies, David Picker, Sol Rissner, Norman Robbins, Leonard Rubin and Nathan M. Rudich.

This Is 'Big Warner Week'

This is "Big Warner Week," highlight of the Warner Bros. "Welcome Back, Jack," global sales drive in honor of president Jack L. Warner.

During "Big Warner Week," February 22-28, the greatest concentration of Warner Bros. film playing time is being amassed throughout the world, with Warner Bros. feature films or short subjects on theatre screens in every city and town.

The "Welcome Back, Jack" drive began Dec. 28, 1958, and will continue to April 4, 1959. It is the first drive to honor the company's president and the first in Warner Bros. history to be carried out on a world-wide scale.

Three Co-Sponsors

Co-sponsors of the drive are Benj. Kalmenson, executive vice-president; Charles Boasberg, general sales manager, and Wolfe Cohen, Warner Bros. International president. The drive captain is Bernard Goodman, distribution vice-president.

During the drive, civic and industry leaders in this country and throughout the world have paid tribute to Warner for his contributions to motion pictures and to the people who enjoy them.

Summer Bookings

(*Continued from page* 1)

and for Los Angeles July 29. Seven other Columbia branches are preparing territorial breaks for the same period.

Meanwhile, Columbia's advertising and promotional departments have begun to prepare campaigns for the openings.

"We have learned from our past experiences," Jackter said, "that planning well in advance is one of the elements in successfully launching any film. We do not feel that five or six months is too advanced a starting point. In the past few years we have had tremendously successful summer saturations with such pictures as 'It Came from Beneath the Sea', 'Earth vs. Flying Saucers', '20 Million Miles to Earth' and 'The Camp on Blood Island'. And in each of those cases we made our plans in advance."

Jackter added, "We proved the value of careful advance planning once again this year with 'The 7th Voyage of Sinbad', starting our booking and promotion campaigns a full six months ahead of release."

The other Columbia branches now arranging saturations of "The H-Man" and "The Woman Eater" include Philadelphia, San Francisco, Boston, Albany, New Haven, Detroit and Indianapolis.

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B-B Campaign Decision Near

(*Continued from page* 1)

meet early next month, shortly after the return of president Eric Johnston from his current Far Eastern trip. At that time, Abe Montague, distributor member of the b-b executive committee, would present the question to the board.

If an affirmative answer was forthcoming from the board, indications are a campaign that could be launched with the originally planned radio promotion, using much of the material already proposed for it, would be inaugurated in late spring or early summer to cover the period of greatest radio audiences.

Approval in Doubt

However, before the board acts it is believed the question would again arise whether MPAA members will approve the abbreviated radio campaign desired by some exhibitor leaders, or whether their approval will be given only to the original $2,300,000 campaign embracing newspaper advertising and public relations programs in addition to the projected radio campaign.

Last year's Academy Awards telecast, the approximately $650,000 cost of which was borne by distributors, was figured in the $2,300,000 campaign budget. Distributors will pay for the Oscar telecast of next April 6 also, and therefore may be unwilling to match exhibitor donations if the latter are to be applied only to a radio campaign, rather than to the complete program, including this year's Academy Awards telecast.

The cost of the radio campaign alone is estimated at $300,000. Exhibitor contributions to date amount to about $100,000. Theatre Owners of America last fall authorized a contribution up to $5,000 to complete the exhibitor share of the radio campaign, should one be approved by distributors on a dollar-for-dollar basis, and that offer stands.

Two Questions Posed

Whether exhibition could raise the balance and, if so, whether distribution will go for a separate, spring-summer radio campaign only, are the questions the business-building executive committee must find answers to before reviving or formally burying the campaign. Committee members other than Montague are Horace Adams, Harry Brandt, Ernest Stellings and Sol Strausberg.

Three New Cinerama Theatres Set Abroad

B. G. Kranze, vice-president of Stanley Warner-Cinerama Corp., returned here from Europe at the weekend, bearing news that he had negotiated contracts in London and Paris for three additional Cinerama theatres. Two of these will be in Asia and the other in South America.

The Shaw Circuit in Singapore will open the 1,000-seat Sky Theatre, especially built for Cinerama, at the end of April. Later this year, the circuit will open the 900-seat Capitol Theatre at Kuala Lampur in the Malay Peninsula to Cinerama.

Sascha Goron, head of Condor Films and Messrs. Martinez and Sa Pinto, Brazilian exhibitors, will build for Cinerama the 800-seat Commodoro Theatre in Sao Paulo. This house will open in May. The opening presentations in all three theatres will be "This Is Cinerama."

Cinerama Funds

(*Continued from page* 1)

ranged through the Wall St. firm of Kidder, Peabody & Co., Inc.

Reeves said that substantial additional financing will also be made available from private sources for the expansion program. Details are to be announced shortly.

Odeon Books 'Robe'

"The Robe," the 20th-Fox release which introduced CinemaScope to the world, will begin a special limited engagement, March 5, at the Odeon Theatre here.

AA 6-Month Profit

(*Continued from page* 1)

of the board of directors, held at the company's offices here, by Steve Broidy, president.

Commenting on future operations, Broidy said pictures recently released and others soon to be in the market should cause a marked increase in the company's gross receipts for the six months through June 27, 1959.

The gross income for the last 26 week period in 1958 amounted to $7,431,772, as compared with $8,992,150 for the same period in the previous year.

No Provision for Federal Taxes

No provisions were made in either year for Federal income taxes because in each year the previous year's loss could be carried forward to offset the current year's profits.

At the meeting the executive committee authorized payment of the quarterly dividend of 13¾ cents per share on the company's 5½ per cent preferred stock, payable March 16, 1959, to stockholders of record, March 3, 1959.

Abe Goodman to South

Abe Goodman, 20th Century-Fox director of advertising, left over the weekend for a southern trip to finalize campaigns throughout the area on George Stevens' "The Diary of Anne Frank," Jerry Wald's "The Sound and the Fury" and Richard Zanuck's "Compulsion."

Goodman plans to meet with Fox district and branch managers on campaigns for the three 20th films set to debut in the South within the next month.

UA Predicti

(*Continued from page* 1)

this year. The cooperation c theatremen, Heineman said, wa a key factor in the eight ye successive growth registered b under the leadership of the B. Krim—Robert S. Benjamin tive team.

Heineman added that UA is ing forward to "continuing ar panding these mutually pro relationships with exhibitors."

The week-long Fortieth Ar sary convention brought to sales personnel from each of t domestic branches at two ser meetings staged successively i Angeles and here. Among the highlights of the distribution ning sessions were a report estimated $82,000,000 world for 1958—an all-time record—a announcement that from $65,0 to $70,000,000 would be inves features for 1960 release.

Heineman, Velde Preside

The meetings were presided by Heineman and Velde. Other office sales executives participat the convention included Milt Cohen, Eastern and Canadian sion manager; Sidney Cooper, ern and Central Division ma and Al Fitter, Western Division ager.

Bob Hope Scholars To Aid Young Wri

From THE DAILY Bureau

HOLLYWOOD, Feb. 23. $5,000 scholarship grant from dian Bob Hope is among th and funds accepted by the Uni of California board of rege Riverside. Hope established w $5,000 gift the Barney Dean S ship for students interested i writing, in memory of one writers, now deceased.

The gift represented a cash given Hope by the Community ice Department of AFL-CIO "contribution of time, energ talent" in entertaining memb Armed Forces at overseas stati

UA Prepares 40 Anniversary Kit

Some 4,000 Fortieth Anni kits have been prepared by Unit tists for editors, exhibitors, radi vision and magazine writers United States, Canada and o Included are 28 feature stories, layouts, company history, biog of officers and column items. lighted is United Artists' rapi panding status as an across-the entertainment enterprise with cent organization of television, and music subsidiaries.

The kit, now in the mail, is many special promotion packa ing prepared by UA for glob tribution.

Change in Present
ish Film Quotas

From THE DAILY Bureau

NDON, Feb. 18 (By Air Mail)—avid Eccles, president of the l of Trade, announced in the e of Commons, that after con- g the Cinematograph Films cil he had decided not to make hange in the present quotas of er cent for British first feature and 25 per cent for the British rting programme for the exhibi- quota year beginning Oct. 1,

nack Releases New ve-In Catalogue

Special to THE DAILY

ICAGO, Feb. 23.—A new 22- catalog containing showmanship for drive-ins has been released e Filmack Trailer Co. According mack head, Irving Mack, "there single phase of drive-in promo- rom opening day to closing day, g from this year's catalog."

e new catalog contains ideas to se ticket sales, including wel- trailers, institutional advertising, vays, playgrounds for kiddies, nany special audience building . Refreshments, too, come in for full share of merchandising cks.

Roach's Guterma Link Brings Headaches

(Continued from page 1)

Roach Studio by the Jacobs' subsidiary, the Scranton Corp., the Mutual Broadcasting System was acquired by Roach. There was announced at the time a $20,000,000 program for theatrical feature production consisting of 20 films, plus six new television series to make their appearance in the next year to 18 months.

Since the announcement of the new plans last May, the Roach studio turned out one film, "Go, Johnny, Go," a rock-'n-roll film starring the disc jockey Alan Freed, plus some dozen half-hour TV shows for a planned series of 39 called "The Veil," starring Boris Karloff, and a pilot half-hour episode titled "The Sword and the Arrow," starring Guy Madison.

Last month Roach revealed that his company had taken over Distributors Corp. of America and renamed it the Hal Roach Distribution Corp. It was intended to be the distribution arm of the new, expanded production organization.

Several weeks ago the Roach Studios failed to meet a payroll for some 100 of its Hollywood employes. The incident was attributed to a clerical error within the Scranton Co. and the employes were paid the following day, within a union-imposed 24-hour deadline.

Last December, in Los Angeles Superior Court, the studio was made defendant in an action for $311,163 for commissions allegedly owed the William Morris Agency on "The Gale Storm Show," Roach's most successful TV production. At the same time the agency attached some studio assets pending the outcome of the action.

Roach said the action was the result of a "difference of opinion on commissions" between the studio and the agency.

Sold Four Series to Guild

This week Roach announced the sale of four series to Guild Films for 14 per cent of the latter's stock and notes for $700,000 at 6 per cent interest. In addition, Guild will assume some $700,000 in debts connected with the TV properties purchased from Roach, according to John T. Cole, Guild president. The stock issued was valued at $1,000,000, he said.

Guild will also contribute $800,000 to $900,000 to production costs of "The Veil," and obtained first option on distribution rights to future Roach films produced for TV syndication.

Last year, it was announced that Jack Wrather had purchased past and future productions of "The Gale Storm Show" for $1,500,000 plus the assumption of certain obligations.

Roach's 16-acre Culver City studio property was purchased from his father in 1955 for several million dollars. Roach, Sr., is understood to hold a substantial mortgage on the firm. Harold Lloyd owns the rights to the many successful comedies produced largely in the 1920s, but the company is understood to own such of its old theatrical library properties as the "Our Gang," Laurel and Hardy, Zasu Pitts, Mabel Normand and Charlie Chase comedies.

Maximum of 35

(Continued from page 1)

Los Angeles, Chicago and Boston.

Special campaigns will be set for each engagement. They will be designed to cover not only the immediate area in which the picture plays but will be addressed to prospective patronage for hundreds of miles around, much in the manner in which an outstanding stage attraction is promoted and sold.

Each engagement, of course, will be for an indefinite period.

Seeks 'Proper Showcasing'

"We are not trying to make it difficult to book 'Anne Frank'," Harrison emphasized. "Rather, we are trying to insure that both the exhibitor and 20th Century-Fox get the proper showcasing and background for the attraction."

FAME

1959 Edition
NOW IN PREPARATION

Annual Audit of Personalities
of motion pictures and television . . . featuring
monthly and annual Box Office Champion
motion picture productions . . . and
The Ten Top Money-Making Stars

Price per Copy $3

QUIGLEY PUBLICATIONS New York . . . Hollywood . . . London

Television Today

MPRC Will Study TV Film Making

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—William Kelley, president of the Motion Picture Research Council, has announced the installation of a complete closed circuit television system as part of a new research program to study the technical aspects of television film production and transmission.

The installation will be used to study and analyze such technical factors as effects of lighting, photography, set construction, costuming and sound as they appear on black-and-white and color home receivers; and to investigate print density, contrast range, color balance, print standardization and associated problems in relation to telecasting motion picture films.

Viewing Room Provided

Included in physical set-up are 35mm, 16mm and slide projectors, a 3-vidicon color camera and other signal-processing equipment identical in design and performance to that presently used by major television networks and many independent broadcasters. It also includes a viewing room typical in decor and design to that found in average American home.

One of first objectives of the program, according to Kelley, is to develop calibrating procedures and a test film which will hasten production of more uniform prints, thus reducing the need for attempts at quality control at stations.

Como Show to Use 'Stereophonic Sound'

First network use of "fully compatible" stereophonic sound will be demonstrated during the 8:15 to 8:45 P.M. portion of this Saturday night's Perry Como Show, over the facilities of the NBC Radio and Television Networks.

Using a compatible stereo system developed by Bell Telephone Laboratories, either sound channel—radio or television—can be received separately on normal radio and TV receivers without impairing program quality or diluting the stereo effect, NBC said.

Two Sound Tracks Used

To assure simultaneous reception of the stereophonic sound, a special network of radio lines will be installed parallel to the routes of the TV network. Video tape, especially developed with two sound tracks instead of one, will be used to permit delayed broadcasts in different time zones.

'Paradise' to Bow On ABC in September

"Adventure in Paradise," a new series of hour-long adventure dramas produced by 20th Century-Fox Television under the executive supervision of Martin Manulis, will premiere on the ABC-Television Network in September.

To be seen Mondays from 8:30 to 9:30 P.M., the series, to be based on stories and articles by Pulitzer Prize winner James L. Michener, will immediately follow the Warner Bros. produced "Cheyenne."

Television Academy To Meet Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—The next general membership meeting of the National Academy of Television Arts and Sciences will be held here Wednesday at the Grand Ballroom of the Beverly Hilton Hotel, Harry Ackerman, president, has announced.

Gaynes Heads Panel

TV director Lloyd Gaynes will lead a panel discussion representing a variety of industry viewpoints on the complexity of problems encountered by television directors. Among the spokesmen will be Sheldon Leonard, Paul Henreid, Richard Berg, Dick owell, Ida Lupino and Howard Duff.

'Lawless Years' Set For Debut April 5

"The Lawless Years," half-hour TV film series based on the career of retired New York policeman Barney Ruditsky, debuts on the NBC Television Network Sunday, April 5 (8:30-9 P.M., EST).

The series, which depicts incidents of the Roaring Twenties, will be produced by Jack Chertok for California National Productions, and directed by Allen H. Miner. James Gregory will portray Ruditsky.

'O! Susanna' Will Move From CBS to ABC

"O! Susanna," filmed comedy series starring Gale Storm, will move from CBS to the ABC Television Network in April, it has been announced by Thomas W. Moore, ABC vice-president in charge of TV programming. It will be presented Monday through Friday over ABC-TV as a daytime feature, in a time period to be announced shortly.

Starting in the fall of 1959, the series, with all new programs, will be broadcast in prime evening time.

Capitol Books 'Night'

M-G-M's "Night of the Quarter Moon" will open at the Capitol Theatre Wednesday, March 4.

Over 150 Dates for 'Sound' in South

More than 150 dates have been set throughout the South for the initial engagements of Jerry Wald's "The Sound and the Fury" beginning March 4 with the world premiere of the CinemaScope attraction in Jackson, Miss. In addition, the film's director, Martin Ritt, and new personalities Stuart Whitman and Patricia Owens will tour the area following the premiere.

Other theatres with playdates already set are those in Alabama, Georgia, Tennessee, South Carolina, Florida, Louisiana and Arkansas.

Director Ritt, Whitman and Miss Owens will make personal appearances in several key cities throughout the South and will also meet with press, radio and television representatives to discuss "The Sound and the Fury." For the debut in Jackson, William Faulkner, upon whose novel the film is based, will be the honored guest. Host for the evening will be Governor James Coleman.

A specially devised promotional campaign for the Southern area goes into effect this week with newspaper ads, radio transcriptions and television spots all keyed to the southern emphasis of the production. One of the key promotional factors in the campaign is the best-selling recording of the title song, recorded by "The Platters."

20th plans to adapt its basic campaign on "The Sound and the Fury" for other situations for the March release.

Music Hall Numbers Included in Album

Three musical selections from the current stage show at Radio City Music Hall have been recorded by Everest Records for a new long-playing album featuring the Radio City Music Hall Symphony Orchestra conducted by Raymond Paige.

The new album, recorded in Everest' new sound technique, is titled "Music Hall Bon Bons . . ." and includes Deroy Anderson's "Fiddle Faddle," the number to which the Rockettes are dancing in a Times Square scene, and David Rose's "Holiday for Strings" and "Our Waltz," which comprise the overture to Russell Markert's new stage revue showing with "The Journey." Other numbers in the album, released this week, include a group of all-time favorites in the "pops" field from the works of Morton Gould, Raymond Scott and Percy Faith. It is available in both monaural and stereo versions.

John Evins' Widow Dies

ATLANTA, Feb. 23. — Mrs. John G. Evins, widow of the pioneer exhibitor who died in 1941, succumbed here late last week following a short illness. The deceased, associated with her husband in his enterprises, was at one time organist at the old Strand Theatre here.

'Oscar' Sho

(*Continued from page* 1)

which involve preparations
the so-called "golden hours" of
Saturday-Sunday schedules,
presented to the MPAA boar
George Seaton, Fred Metzler
Margaret Herrick, representin
Academy. The change from th
vious Wednesday night telecas
made at the request of exhi
who pointed out that Monday
poorer theatre business night a
telecast, accordingly, would rep
less of a business loss.

Hetzel Presides

Ralph Hetzel, MPAA vice
dent, presided at the board m
in the absence of Eric Johnston
ident, who is in the Far East.

Kodak Board Decla Stock Distribution

Special to THE DAILY

ROCHESTER, N. Y., Feb. 2
directors of the Eastman Kodak
pany at their meeting today d
a one-for-one stock distribution
outstanding common shares a
creased the total cash dividend
common stock. They also recon
ed that the company reduce its
by retiring its old preferred sto
that a new class of preferred st
authorized for exchange by the
of the old preferred issue on th
of two shares of new stock for
the old.

Additional Shares Authori

Another recommendation cal
the authorization of 50 millio
tional shares of the common
These recommendations will
mitted to the company's 98,00
owners for their approval at
nual meeting on April 28.

The report of the Kodak di
actions was made by Thomas
grave, chairman, and Albert K.
man, president, following the
at company headquarters here.

The common stock distributi
provide one additional commo
for each share held by stockhol
record as of March 9, 1959. Th
will be distributed April 13, 195
shares previously authorized
company's stockholders, and
crease the number of commo
outstanding to 38,382,246.

Quarterly Dividend Decla

The quarterly cash divide
clared today on the common st
37 cents per share on the 38,
shares to be outstanding. If th
dend is figured on the old
19,191,123 outstanding
shares, it is equal to 74 cents pe
This compares with 65 cents
declared last year in the first
on 19,191,123 shares. The regu
idend of 1½ per cent ($1.50) p
was declared on the preferred
The quarterly cash dividends a
able April 1, 1959, to shareho
record as of March 9, 1959.

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 35 NEW YORK, U.S.A., TUESDAY, FEBRUARY 24, 1959 TEN CENTS

eman, Velde

edict 1959 Be U. A.'s ggest Year

ude Sales Meet with te to Exhibitors

Special to THE DAILY

II, Feb. 23. – United Artists e its biggest year in 1959, J. Heineman, vice-president e of distribution, and James , general sales manager, pre- ere at the concluding meet- the company's 40th anniver- s convention at the weekend. e same time Heineman paid o the nation's exhibitors, say- as the "support and loyalty showmen" that helped make the $65,000,000 feature line- the company will release

(Continued on page 4)

ner Bookings Set for Columbia Duo

ole openings of the combina- "The H-Man" and "The Eater" have already been set nati and Los Angeles in June by Columbia Pictures, Rube vice-president and general anager, has announced. He e bookings an example of the ge planning "which is a vital nt in successful film merchan- day."

ate for Cincinnati is June 24

(Continued on page 4)

stry Groups to se N.Y. Bills

es McCarthy, Compo informa- ctor, has been designated co- r for industry witnesses who fy at the hearing called by the t legislative committee study- issemination of obscene mate- Thursday at the Hotel Roose-

tions are spokesmen for indus-

(Continued on page 2)

ISION TODAY—page 6

Promised Expansion, Roach Guterma Link Brings Headaches, Instead

Hal Roach, Jr., new board chairman of the beleagured F. L. Jacobs Co., had looked to it hopefully when it took over Hal Roach Studio last year as the key to a significant expansion of the Roach operation.

Now the 40-year-old, 225-pound executive, son of the highly successful, pioneer comedy film producer, is in the midst of the battle to keep the Jacobs company afloat. A. L. Guterma, who formerly headed the company, is confronted with charges of having violated Securities and Exchange Commission regulations and with other S.E.C. moves.

Following the take-over of Hal

(Continued on page 5)

Cinerama, Inc. Gets Funds from Prudential

The Prudential Life Insurance Co. of America has agreed to provide "multi-million dollar financing" for a large expansion of the activities of Cinerama, Inc., it was reported by Hazard E. Reeves, president of Cinerama, Inc. The agreement was ar-

(Continued on page 4)

See Maximum of 35 Initial 'Anne' Dates

Initial showings of 20th Century-Fox's "The Diary of Anne Frank" may be limited to no more than 35 theatres in the U. S., it is learned.

Thus far, only five engagements have been set for the picture which will have its world premiere at the RKO Palace Theatre here, March 18. Other dates have been set for Miami,

(Continued on page 5)

AA Six-Month Profit Listed at $120,000

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—Allied Artists Pictures' operations for the 26 weeks ended Dec. 27, 1958, resulted in a net profit of $120,000 as compared with a net profit of $172,000 for the corresponding period in the previous year. The figures, as shown by the books without audit, were revealed at a meeting of the executive committee

(Continued on page 4)

Michigan Allied to Investigate Source Of Competing Product Given Clubs, Schools

Special to THE DAILY

DETROIT, Feb. 23.—Allied Theatres of Michigan will launch an investigation to discover where clubs, professional groups, and schools are receiving product with which they are competing with local theatres. The decision to look into the matter was made at the monthly meeting of the exhibitor organization here.

Clyde Waxman of the Independent Exhibitors Theatre Service, Grand Rapids, told the meeting that a high school newspaper had advertised several films for showing at the noon hour for an admission charge of 10 cents. Endeavors to book some of the pictures in regular theatres met with the response that they were "not available" or "taken out of service," Waxman said. He added that both 35mm and 16mm prints were involved.

Among the titles advertised by the school, Waxman said, were "Abbott and Costello Meet Jekyll and Hyde," "Tammy and the Bachelor," "The Incredible Shrinking Man," "Abbott and Costello Meet Frankenstein," "Curucu, Beast of the Amazon," and "Battle Hymn." All these films are from Universal Pictures.

Protests have been made to school officials charging "unfair competition."

Other action at the meeting included the appointment of William M. Wetsman as chairman of the Allied annual convention Sept. 23-24 here. In addition the resignation of B. L. Kilbride, Jr., as vice-president was accepted with deep regret. No action was taken on a successor.

Efforts to reach officials of Universal in New York for comment on the Michigan Allied report were unsuccessful at the weekend.

Early in March

Will Decide Soon on New B-B Campaign

To Query MPAA Board on Participation if Radio Only

Whether a new attempt to conduct an all-industry business-building campaign should be made this spring is expected to be decided within the next few weeks, it was learned yesterday.

The executive committee for the business-building campaign, acting in response to continuing exhibitor interest in a business promotion endeavor joined in by the entire industry has plans to sound out the Motion Picture Association board of directors on whether or not it will renew its offer of last year to match exhibitor contributions to a fund to finance such a project.

The MPAA board probably will

(Continued on page 4)

Loew's Acts Today On Cumulative Voting

Elimination of cumulative voting in the election of Loew's directors is expected to be voted by a very substantial majority at the special meeting of company stockholders to be held at Loew's 72nd Street Theatre here this morning.

The meeting was called for the sole purpose of voting on the proposal to end the cumulative voting method. No other business is scheduled to come before the meeting.

If, as expected, the proposal meets with the approval of the stockholders, the regular voting method will prevail at the annual meeting of Loew's stock-

(Continued on page 3)

MPA to Meet Extra Cost Of 'Oscar' Telecast

The Motion Picture Association board of directors on Friday approved payment by the Association of extra charges involved in transferring the telecast of the Academy Awards presentations from a Wednesday to a Monday night.

Details of the increased costs,

(Continued on page 6)

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, and **LEO JAFFE** and **PAUL N. LAZARUS, Jr.**, vice-presidents, have returned to New York from Hollywood.

•

GEORGE WELTNER, Paramount vice-president in charge of world sales, returned to New York yesterday following a month-long visit to Central and South America.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, and **JOSEPH RIVKIN**, West Coast executive, will leave New York and Hollywood, respectively, this week for Miami Beach.

•

BRUCE EELLS, executive vice-president of United Artists Television, left New York at the weekend for Europe.

•

BOB SEAMAN, in charge of motion picture advertising for "Look," will leave New York tomorrow for the Coast.

•

MARTIN S. DAVIS, Paramount assistant director of advertising-publicity, will return to New York tomorrow from Hollywood, Dallas and Atlanta.

•

WILLIAM WYLER, director, will return to New York from Italy today aboard the "Caesar Augustus."

•

MAC WEIS, of the Allied Artists staff in Charlotte, has returned there from Atlanta.

•

HANK HOWARD, of the United Artists home office exploitation department, is in Hartford from New York.

•

DON BOUTYETTE, publicity head for Buena Vista's "The Big Fisherman," has returned to Hollywood from New York.

•

HANK FOWNES, vice-president and head of the Eastern division of MacManus, John and Adams advertising agency, has left New York for Los Angeles.

Paul R. Aust Dead

PALM SPRINGS, Cal., Feb. 23.—Funeral services have been held here for Paul R. Aust, former Seattle exhibitor. He is survived by his wife, Georgia.

EDITORIAL

A Needless Hearing

By Sherwin Kane

ONE of the most obvious and deplorable bids to use the motion picture industry as a springboard for personal and political publicity to come to the attention of motion picture people in quite some time is the wholly transparent device of the state joint legislative committee studying the publication and dissemination of offensive and obscene material in calling its second public hearing since mid-December on its measures to license and control screens and advertising of the state's theatres.

In the unanimous opinion of the New York industry, members of which are taxpayers as well as motion picture and theatre workers, this use of public funds by the committee to whet its once-frustrated appetite for the limelight, is unwarranted and inexcusable.

•

When this committee held its December public hearings here it was unexpectedly confronted with a news (publicity) blackout because all New York City newspapers had suspended publication in consequence of a deliverymen's strike which paralyzed newspaper distribution.

The committee remained in session for two days, hearing every possible party of interest, pro and con, on the legislation, it seems apparent in the interval, it had even then made up its mind to introduce just as soon as the legislature reconvened.

In recent weeks four separate measures for the greater control and, therefore, censorship of theatre screens and advertising, were introduced under the committee's sponsorship.

•

The bills were duly referred to the proper committees, giving them jurisdiction over them—the Senate education committee and the assembly judiciary committee. Both have invited expressions pro and con on the measures.

What possible purpose can be served—other than the obtaining of publicity for committee members—by the joint legislative committee's expense-ridden, duplicating hearing called for this Thursday in the Hotel Roosevelt? For this time, the New York City newspapers are not on strike.

Nothing of consequence can be added to the record by either side.

The most that can be gained is a junket to the big city by committee members at the expense of taxpayers.

It is time the white light of publicity was focused on legislative capers of this kind, rather than on the motion picture industry.

Urges Pressure for U.K. Tax Abolition

From THE DAILY Bureau

LONDON, Feb. 18 (By Air Mail)—Urging every section of the film industry here to continue to press for the abolition of the cinema tax, Sir Tom O'Brien, Member of Parliament and General Secretary of National Association of Kine Employees, said here:

"The days between now and the middle of March are the most vital of all and pressure from all sides should be stepped up on the Chancellor of the Exchequer. Those who have not written to their own MPs should do so now and not rely on the endeavours, excellent as they are, of the All Industry Tax Committee."

"As an old campaigner," Sir Tom continued, "I have known that often it is the last straw that breaks the camel's back. Let us collect as many last straws as we can to break the back of the Chancellor's resistance."

Budget Day is likely to be mid-April.

Resume Talks Today on 20th-Fox Studio Sale

Conferences looking to an early agreement on the sale of 20th Century-Fox's Beverly Hills studio property to William Zeckendorf's New York realty firm, Webb & Knapp, are scheduled to go into their final stages here today.

The conferences were resumed last Friday after having been interrupted for several days when 20th-Fox president Spyros Skouras was called out of town. Actual signing of the deal may not take place for another 10 days or two weeks.

Industry Uni

(*Continued from page 1*)

try organizations such as Indepe Theatre Owners Ass'n., Metrop M. P. Theatres Assn., Theatre O of America and the Motion Pictu sociation of America will appea present statements for the indus the hope of counteracting some statements expected from ele backing the theatre and screen c measures introduced in the state lature under the sponsorship c committee.

Denounced by Distributor

Advertising-publicity directo major distribution companies, a ber of whom testified at the same mittee's hearing here last Dece will not testify again. Pointing ou industry views were already c committee's records, most of the ecutives denounced the repeat h as a publicity stunt.

Republic Plan to Q Industry About Finis

Republic Pictures Corp. has completed" its plan to discontinu duction and distribution of motic tures, Herbert J. Yates, presiden stockholders in the company's report sent out at the weekend

Operations of the company a subsidiaries for the fiscal year Oct. 25, 1958, resulted in a net of $1,482,337. This compares net loss of $1,362,420 for the p fiscal year.

Gross revenue for the fisca amounted to $33,468,482, as cor with $37,899,826 the previous

Films previously produced a being distributed through indep distributors both in the United and foreign countries, Yates say the change "has enabled us to substantial economies."

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
DEBORAH KERR • YUL BRYN
in ANATOLE LITVAK'S Productior
"THE JOURNEY"
From M-G-M in METROCOLOR
and GALA NEW STAGE SPECTACL

SALES EXECUTIV

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EOPLE

s **Haeger,** formerly director of
elations for the Popcorn In-
Chicago, has been named di-
the newly-formed concession
on department of Filmack
Co. She assumed her new
t the Filmack home office in
on Feb. 16.

◆

n **Davis,** most recently man-
the Rocket Theatre, Rock
ll., has taken over new duties
ger of the Ritz Theatre, Mil-

◆

t **Martin,** a veteran of 33
theatre management, cur-
the Shaker Theatre, Shaker
Ohio, a unit of Associated
has tendered his resignation,
March 1, and will enter an-
siness for himself in Daytona
la.

◆

A. Roth, New York financier
irector of Loew's, Inc., has
cted to the board of directors
McGraw & Co., construction
of Hartford.

◆

Stevens, president of the
of Motion Picture Arts and
Edmund D. Hartmann,
of the Writers Guild of
-West, and **Billy Wilder,**
-director, have been named
oard of judges for the fifth
Goldwyn Creative Writing
Competition at U.C.L.A.

try Delegation
ed Funeral

Special to THE DAILY

IRK, N. Y., Feb. 23.—A dele-
upstate theatre men organ-
e Council of Motion Picture
ions attended the funeral
or Congressman Daniel A.
mer chairman of the House
d Means Committee, held
afternoon, at the Unitarian
ere. The delegation included
atives from Loew's, Para-
l Shea circuits, as well as in-
t operators of theatres in
trict.

ors were present from Buf-
hester, Olean, Dunkirk and
ate communities. In a state-
d in New York City by Rob-
special counsel for COMPO,
the death of Reed was "a
to the motion picture indus-
ne praised Reed as being
e first of our national legisla-
ognize the disastrous effects
ederal admission taxes were
on motion picture exhibi-

ok 'Alias' Mar. 18

Jesse James," starring Bob
l open at 21 theatres on a
un basis in the Los Angeles
larch 18.

British Back TOA Plan On Using U.S. Stars

The suggestion, relayed by Theatre Owners of America, that foreign producers employ American stars and directors to make their pictures more suitable for American theatres and the world market, has been endorsed by the British exhibitors organization, T.O.A. has disclosed. Ellis F. Pinkney, general secretary of the Cinematograph Exhibitors' Association of Great Britain and Ireland, in a letter to George G. Kerasotes, T.O.A. president, declared C.E.A.'s General Council had approved the principle of this suggestion for increasing motion picture production for American theatres.

Follows Fabian Report

Kerasotes several weeks ago sent to producer, distributor and exhibitor organizations all over the world, the recommendation of the American Congress of Exhibitors' committee on ways and means to increase motion picture production, of which S. H. Fabian is chairman. Fabian's report urged that foreign producers be impressed with the fact that if they could make "more pictures aimed at the American market" they would not only help relieve the American product shortage situation, but earn a larger share of the world market.

C.E.A.'s General Council, in noting the Fabian committee recommendaions, declared:

"So far as it may be possible to do so, whilst at the same time retaining to a reasonable extent that elements in British films which portray the British way of life and thought, your Committee was in agreement with the sentiments expressed by the American Congress of Exhibitors and proposes that Theatre Owners of America be informed accordingly."

Wants Americans Advised

"It is further suggested that the attention of the producer Associations be drawn to this subject, and enquiry made as to their views."

Pinkney advised Kerasotes copies of the C.E.A. report had been sent to the British Film Producers Association and the Federation of British Film Makers.

Remodeling Program For Chicago Theatre

Special to THE DAILY

CHICAGO, Feb. 23. – A $250,000 remodeling program for the Regal Theatre here, recently acquired by the South Parkway Building Corp., has been announced. Among improvements to be made, according to George L. Brandt, managing director, will be installation of new seats, modernization of the front arcade, boxoffice, lounges, and lobby.

Si Griever will have charge of buying films for the Regal, and Charles Hogan will secure live talent for stage show presentations, Brandt said. The 3,000-seat house will strive for a neighborhood first-run policy.

Loew's Voting

(*Continued from page* 1)

holders to be held at the same place on Thursday, at which time a new board slate of 15 nominees will be voted on.

Loew's management strongly urged company stockholders to approve the elimination of cumulative voting in a letter accompanying the notice of the special meeting.

Sees Dissension Created

The letter said that in the opinion of the Loew's board "the existence of the cumulative voting system has been a major element in provoking dissensions and threats of proxy contests . . . and that its abolition will reduce the likelihood of the recurrence of such strife."

Citing the heavy costs to the company of the 1957 proxy contest conducted by Joseph Tomlinson, dissident director, who recently sold most of his Loew's stock and resigned from the board, the letter said the "threats of contests and the internal divisions have also burdened the company with heavy direct expenses and have wasted time and effort, lost opportunities, adversely affected employes' morale, discouraged principals from doing business with the company, taken time and energy of directors and officers away from constructive work.

Cites Company's 'Best Interests'

"Your board of directors believes that it is against the best interests of the stockholders to permit this company to continue any longer as an arena for corporate misadventure. We therefore urged you to vote for the proposed amendments," the letter said.

The board nominees who will be up for election at Thursday's meeting are: Ellsworth C. Alvord, Omar N. Bradley, Bennett Cerf, Nathan Cummings, Ira Guilden, George L. Killion, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John I. Snyder, Jr., John L. Sullivan and Joseph R. Vogel.

The board until recently had 19 members. Under cumulative voting dissidents were in a position to reelect themselves.

Services Back 'Hill'

United Artists national promotional campaign for "Pork Chop Hill," starring Gregory Peck, will have the full support of the Department of Defense and the Army. Service cooperation will cover a wide range of promotion, including recruiting drives, posting of display cards, use of military personnel and bands in connection with local premieres, and radio and TV appearances by Korean War heroes.

Hollywood Books 'Nun'

Warner Brothers' "The Nun's Story," already set as the Fourth of July attraction at the Radio City Music Hall here, has been booked as the Independence Day feature at the Hollywood Paramount Theatre in an exclusive Southern California engagement.

TENT TALK

Variety Club News

BOSTON – Outstanding figures in civic, religious and industrial organizations will join with the Variety Club of New England and the sporting world on May 17 to honor Joe Cronin, American League president, trustee and chairman of the executive committee of the Children's Cancer Research Foundation (Jimmy Fund), who has been chosen unanimously to be the recipient of VC's "Great Heart Award." The presentation banquet will be held in the Imperial Ballroom of the Statler-Hilton Hotel.

◆

MILWAUKEE—George Eby, chief barker of Variety Clubs International, attended the regional meeting held here, at which Tent No. 14 was host. Other officials of the organization included Joseph Podoloff, international representative, Region 4; Marc J. Wolf, international main guy; W. R. Praught, chief barker, Des Moines, and Rex Carr, chief barker, Indianapolis.

◆

BALTIMORE – Ladies will be admitted this year to the Baltimore Variety Club's annual oyster roast, which will be held on March 8 at the clubrooms. Larry Jacobs is in charge of the program.

Announce Dais List For Sugar Luncheon

The dais list for the testimonial luncheon to honor Joseph M. Sugar, vice-president of Magna Theatre Corp., here tomorrow has been announced The affair, which will be at Toots Shor's Restaurant, will be attended by 150 of his friends in exhibition and distribution.

On the dais will be George Skouras, William J. Heineman, James R. Velde, Max E. Youngstein, Bernard Kranze, Sol Schwartz, Eugene Picker, Arnold Picker and Bud Edele. The committee on arrangements includes Larry Morris, Bernie Myerson and Bob Deitch. Harry Brandt will act as toastmaster.

Cinema Lodge to Elect Officers on Friday

Election of officers of Cinema Lodge B'nai B'rith, which this year commemorates its 20th anniversary, will will be held at a luncheon on Friday at Toots Shor's Restaurant, it was announced by Jack H. Levin, chairman of the nominating committee. Co-chairmen are Robert Shapiro and Martin Levine.

The list of nominees is as follows: president, Alfred W. Schwalberg; treasurer, Jack Weissman; secretary, Abe Dickstein; vice-presidents: Irving R. Brown, Jack Hoffberg, Maurice B. Leschen, Milton Livingston, Joseph R. Margulies, David Picker, Sol Rissner, Norman Robbins, Leonard Rubin and Nathan M. Rudich.

This Is 'Big Warner Week'

This is "Big Warner Week," highlight of the Warner Bros. "Welcome Back, Jack," global sales drive in honor of president Jack L. Warner.

During "Big Warner Week," February 22-28, the greatest concentration of Warner Bros. film playing time is being amassed throughout the world, with Warner Bros. feature films or short subjects on theatre screens in every city and town.

The "Welcome Back, Jack" drive began Dec. 28, 1958, and will continue to April 4, 1959. It is the first drive to honor the company's president and the first in Warner Bros. history to be carried out on a world-wide scale.

Three Co-Sponsors

Co-sponsors of the drive are Benj. Kalmenson, executive vice-president; Charles Boasberg, general sales manager, and Wolfe Cohen, Warner Bros. International president. The drive captain is Bernard Goodman, distribution vice-president.

During the drive, civic and industry leaders in this country and throughout the world have paid tribute to Warner for his contributions to motion pictures and to the people who enjoy them.

Summer Bookings

(*Continued from page* 1)

and for Los Angeles July 29. Seven other Columbia branches are preparing territorial breaks for the same period.

Meanwhile, Columbia's advertising and promotional departments have begun to prepare campaigns for the openings.

"We have learned from our past experiences," Jackter said, "that planning well in advance is one of the elements in successfully launching any film. We do not feel that five or six months is too advanced a starting point. In the past few years we have had tremendously successful summer saturations with such pictures as 'It Came from Beneath the Sea', 'Earth vs. Flying Saucers', '20 Million Miles to Earth' and 'The Camp on Blood Island'. And in each of those cases we made our plans in advance."

Jackter added, "We proved the value of careful advance planning once again this year with 'The 7th Voyage of Sinbad', starting our booking and promotion campaigns a full six months ahead of release."

The other Columbia branches now arranging saturations of "The H-Man" and "The Woman Eater" include Philadelphia, San Francisco, Boston, Albany, New Haven, Detroit and Indianapolis.

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THE NAME TO REMEMBER
• Speed
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• Quality
All Three
Are Yours At NO
Extra Cost
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YOU NEED
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New York

B-B Campaign Decision Near

(*Continued from page* 1)

meet early next month, shortly after the return of president Eric Johnston from his current Far Eastern trip. At that time, Abe Montague, distributor member of the b-b executive committee, would present the question to the board.

If an affirmative answer was forthcoming from the board, indications are a campaign that could be launched with the originally planned radio promotion, using much of the material already proposed for it, would be inaugurated in late spring or early summer to cover the period of greatest radio audiences.

Approval in Doubt

However, before the board acts it is believed the question would again arise whether MPAA members will approve the abbreviated radio campaign desired by some exhibitor leaders, or whether their approval will be given only to the original $2,300,000 campaign embracing newspaper advertising and public relations programs in addition to the projected radio campaign.

Last year's Academy Awards telecast, the approximately $650,000 cost of which was borne by distributors, was figured in the $2,300,000 campaign budget. Distributors will pay for the Oscar telecast of next April 6 also, and therefore may be unwilling to match exhibitor donations if the latter are to be applied only to a radio campaign, rather than to the complete program, including this year's Academy Awards telecast.

The cost of the radio campaign alone is estimated at $300,000. Exhibitor contributions to date amount to about $100,000. Theatre Owners of America last fall authorized a contribution up to $5,000 to complete the exhibitor share of the radio campaign, should one be approved by distributors on a dollar-for-dollar basis, and that offer stands.

Two Questions Posed

Whether exhibition could raise the balance and, if so, whether distribution will go for a separate, spring-summer radio campaign only, are the questions the business-building executive committee must find answers to before reviving or formally burying the campaign. Committee members other than Montague are Horace Adams, Harry Brandt, Ernest Stellings and Sol Strausberg.

Three New Cinerama Theatres Set Abroad

B. G. Kranze, vice-president of Stanley Warner-Cinerama Corp., returned here from Europe at the weekend, bearing news that he had negotiated contracts in London and Paris for three additional Cinerama theatres. Two of these will be in Asia and the other in South America.

The Shaw Circuit in Singapore will open the 1,000-seat Sky Theatre, especially built for Cinerama, at the end of April. Later this year, the circuit will open the 900-seat Capitol Theatre at Kuala Lampur in the Malay Peninsula to Cinerama.

Sascha Goron, head of Condor Films and Messrs. Martinez and Sa Pinto, Brazilian exhibitors, will build for Cinerama the 800-seat Commodoro Theatre in Sao Paulo. This house will open in May. The opening presentations in all three theatres will be "This Is Cinerama."

Cinerama Funds

(*Continued from page* 1)

ranged through the Wall St. firm of Kidder, Peabody & Co., Inc.

Reeves said that substantial additional financing will also be made available from private sources for the expansion program. Details are to be announced shortly.

Odeon Books 'Robe'

"The Robe," the 20th-Fox release which introduced CinemaScope to the world, will begin a special limited engagement, March 5, at the Odeon Theatre here.

AA 6-Month Profit

(*Continued from page* 1)

of the board of directors, held at the company's offices here, by Steve Broidy, president.

Commenting on future operations, Broidy said pictures recently released and others soon to be in the market should cause a marked increase in the company's gross receipts for the six months through June 27, 1959.

The gross income for the last 26 week period in 1958 amounted to $7,431,772, as compared with $8,992,150 for the same period in the previous year.

No Provision for Federal Taxes

No provisions were made in either year for Federal income taxes because in each year the previous year's loss could be carried forward to offset the current year's profits.

At the meeting the executive committee authorized payment of the quarterly dividend of 13¾ cents per share on the company's 5½ per cent preferred stock, payable March 16, 1959, to stockholders of record, March 3, 1959.

Abe Goodman to South

Abe Goodman, 20th Century-Fox director of advertising, left over the weekend for a southern trip to finalize campaigns throughout the area on George Stevens' "The Diary of Anne Frank," Jerry Wald's "The Sound and the Fury" and Richard Zanuck's "Compulsion."

Goodman plans to meet with Fox district and branch managers on campaigns for the three 20th films set to debut in the South within the next month.

UA Predicti

(*Continued from page* 1

this year. The cooperation
theatremen, Heineman said, w
a key factor in the eight y
successive growth registered
under the leadership of the
B. Krim—Robert S. Benjamin
tive team.

Heineman added that UA i
ing forward to "continuing a
panding these mutually pr
relationships with exhibitors."

The week-long Fortieth A
sary convention brought t
sales personnel from each of
domestic branches at two se
meetings staged successively
Angeles and here. Among th
highlights of the distributior
ning sessions were a report
estimated $82,000,000 world
for 1958—an all-time record—
announcement that from $65,
to $70,000,000 would be inve
features for 1960 release.

Heineman, Velde Presid

The meetings were preside
by Heineman and Velde. Othe
office sales executives particip
the convention included Mi
Cohen, Eastern and Canadia
sion manager; Sidney Cooper,
ern and Central Division m
and Al Fitter, Western Divisic
ager.

Bob Hope Scholar To Aid Young Wr

From THE DAILY *Burea*

HOLLYWOOD, Feb. 23.
$5,000 scholarship grant fron
dian Bob Hope is among th
and funds accepted by the Ur
of California board of reg
Riverside. Hope established
$5,000 gift the Barney Dean
ship for students interested
writing, in memory of one
writers, now deceased.

The gift represented a cash
given Hope by the Communit
ice Department of AFL-CIO
"contribution of time, ener
talent" in entertaining mem
Armed Forces at overseas sta

UA Prepares 40 Anniversary Ki

Some 4,000 Fortieth Anr
kits have been prepared by Un
tists for editors, exhibitors, rac
vision and magazine writers
United States, Canada and
Included are 28 feature storie
layouts, company history, bio
of officers and column items
lighted is United Artists' rap
panding status as an across-th
entertainment enterprise with
cent organization of television
and music subsidiaries.

The kit, now in the mail, i
many special promotion pack
ing prepared by UA for glo
tribution.

hange in Present h Film Quotas

From THE DAILY Bureau

DON, Feb. 18 (By Air Mail)—vid Eccles, president of the of Trade, announced in the of Commons, that after con- the Cinematograph Films l he had decided not to make ange in the present quotas of cent for British first feature ad 25 per cent for the British ing programme for the exhibi- uota year beginning Oct. 1,

ack Releases New e-In Catalogue

Special to THE DAILY

AGO, Feb. 23.—A new 22- talog containing showmanship or drive-ins has been released Filmack Trailer Co. According ack head, Irving Mack, "there ingle phase of drive-in promo- m opening day to closing day, from this year's catalog."

new catalog contains ideas to ticket sales, including wel- ailers, institutional advertising, ys, playgrounds for kiddies, ny special audience building Refreshments, too, come in for ull share of merchandising ks.

Roach's Guterma Link Brings Headaches

(*Continued from page* 1)

Roach Studio by the Jacobs' subsidiary, the Scranton Corp., the Mutual Broadcasting System was acquired by Roach. There was announced at the time a $20,000,000 program for theatrical feature production consisting of 20 films, plus six new television series to make their appearance in the next year to 18 months.

Since the announcement of the new plans last May, the Roach studio turned out one film, "Go, Johnny, Go," a rock-'n-roll film starring the disc jockey Alan Freed, plus some dozen half-hour TV shows for a planned series of 39 called "The Veil," starring Boris Karloff, and a pilot half-hour episode titled "The Sword and the Arrow," starring Guy Madison.

Last month Roach revealed that his company had taken over Distributors Corp. of America and renamed it the Hal Roach Distribution Corp. It was intended to be the distribution arm of the new, expanded production organization.

Several weeks ago the Roach Studios failed to meet a payroll for some 100 of its Hollywood employes. The incident was attributed to a clerical error within the Scranton Co. and the employes were paid the following day, within a union-imposed 24-hour deadline.

Last December, in Los Angeles Superior Court, the studio was made defendant in an action for $311,163 for commissions allegedly owed the William Morris Agency on "The Gale Storm Show," Roach's most successful TV production. At the same time the agency attached some studio assets pending the outcome of the action.

Roach said the action was the result of a "difference of opinion on commissions" between the studio and the agency.

Sold Four Series to Guild

This week Roach announced the sale of four series to Guild Films for 14 per cent of the latter's stock and notes for $700,000 at 6 per cent interest. In addition, Guild will assume some $700,000 in debts connected with the TV properties purchased from Roach, according to John T. Cole, Guild president. The stock issued was valued at $1,000,000, he said.

Guild will also contribute $800,000 to $900,000 to production costs of "The Veil," and obtained first option on distribution rights to future Roach films produced for TV syndication.

Last year, it was announced that Jack Wrather had purchased past and future productions of "The Gale Storm Show" for $1,500,000 plus the assumption of certain obligations.

Roach's 16-acre Culver City studio property was purchased from his father in 1955 for several million dollars. Roach, Sr., is understood to hold a substantial mortgage on the firm. Harold Lloyd owns the rights to the many successful comedies produced largely in the 1920s, but the company is understood to own such of its old theatrical library properties as the "Our Gang," Laurel and Hardy, Zasu Pitts, Mabel Normand and Charlie Chase comedies.

Maximum of 35

(*Continued from page* 1)

Los Angeles, Chicago and Boston.

Special campaigns will be set for each engagement. They will be designed to cover not only the immediate area in which the picture plays but will be addressed to prospective patronage for hundreds of miles around, much in the manner in which an outstanding stage attraction is promoted and sold.

Each engagement, of course, will be for an indefinite period.

Seeks 'Proper Showcasing'

"We are not trying to make it difficult to book 'Anne Frank'," Harrison emphasized. "Rather, we are trying to insure that both the exhibitor and 20th Century-Fox get the proper showcasing and background for the attraction."

FAME

1959 Edition
NOW IN PREPARATION

Annual Audit of Personalities
of motion pictures and television . . . featuring
monthly and annual Box Office Champion
motion picture productions . . . and
The Ten Top Money-Making Stars

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QUIGLEY PUBLICATIONS New York . . . Hollywood . . . London

Television Today

MPRC Will Study TV Film Making

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—William Kelley, president of the Motion Picture Research Council, has announced the installation of a complete closed circuit television system as part of a new research program to study the technical aspects of television film production and transmission.

The installation will be used to study and analyze such technical factors as effects of lighting, photography, set construction, costuming and sound as they appear on black-and-white and color home receivers; and to investigate print density, contrast range, color balance, print standardization and associated problems in relation to telecasting motion picture films.

Viewing Room Provided

Included in physical set-up are 35mm, 16mm and slide projectors, a 3-vidicon color camera and other signal-processing equipment identical in design and performance to that presently used by major television networks and many independent broadcasters. It also includes a viewing room typical in decor and design to that found in average American home.

One of first objectives of the program, according to Kelley, is to develop calibrating procedures and a test film which will hasten production of more uniform prints, thus reducing the need for attempts at quality control at stations.

Como Show to Use 'Stereophonic Sound'

First network use of "fully compatible" stereophonic sound will be demonstrated during the 8:15 to 8:45 P.M. portion of this Saturday night's Perry Como Show, over the facilities of the NBC Radio and Television Networks.

Using a compatible stereo system developed by Bell Telephone Laboratories, either sound channel—radio or television—can be received separately on normal radio and TV receivers without impairing program quality or diluting the stereo effect, NBC said.

Two Sound Tracks Used

To assure simultaneous reception of the stereophonic sound, a special network of radio lines will be installed parallel to the routes of the TV network. Video tape, especially developed with two sound tracks instead of one, will be used to permit delayed broadcasts in different time zones.

'Paradise' to Bow On ABC in September

"Adventure in Paradise," a new series of hour-long adventure dramas produced by 20th Century-Fox Television under the executive supervision of Martin Manulis, will premiere on the ABC-Television Network in September.

To be seen Mondays from 8:30 to 9:30 P.M., the series, to be based on stories and articles by Pulitzer Prize winner James L. Michener, will immediately follow the Warner Bros. produced "Cheyenne."

Television Academy To Meet Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—The next general membership meeting of the National Academy of Television Arts and Sciences will be held here Wednesday at the Grand Ballroom of the Beverly Hilton Hotel, Harry Ackerman, president, has announced.

Gaynes Heads Panel

TV director Lloyd Gaynes will lead a panel discussion representing a variety of industry viewpoints on the complexity of problems encountered by television directors. Among the spokesmen will be Sheldon Leonard, Paul Henreid, Richard Berg, Dick owell, Ida Lupino and Howard Duff.

'Lawless Years' Set For Debut April 5

"The Lawless Years," half-hour TV film series based on the career of retired New York policeman Barney Ruditsky, debuts on the NBC Television Network Sunday, April 5 (8:30-9 P.M., EST).

The series, which depicts incidents of the Roaring Twenties, will be produced by Jack Chertok for California National Productions, and directed by Allen H. Miner. James Gregory will portray Ruditsky.

'O! Susanna' Will Move From CBS to ABC

"O! Susanna," filmed comedy series starring Gale Storm, will move from CBS to the ABC Television Network in April, it has been announced by Thomas W. Moore, ABC vice-president in charge of TV programming. It will be presented Monday through Friday over ABC-TV as a daytime feature, in a time period to be announced shortly.

Starting in the fall of 1959, the series, with all new programs, will be broadcast in prime evening time.

Capitol Books 'Night'

M-G-M's "Night of the Quarter Moon" will open at the Capitol Theatre Wednesday, March 4.

Over 150 Dates for 'Sound' in South

More than 150 dates have been set throughout the South for the initial engagements of Jerry Wald's "The Sound and the Fury" beginning March 4 with the world premiere of the CinemaScope attraction in Jackson, Miss. In addition, the film's director, Martin Ritt, and new personalities Stuart Whitman and Patricia Owens will tour the area following the premiere.

Other theatres with playdates already set are those in Alabama, Georgia, Tennessee, South Carolina, Florida, Louisiana and Arkansas.

Director Ritt, Whitman and Miss Owens will make personal appearances in several key cities throughout the South and will also meet with press, radio and television representatives to discuss "The Sound and the Fury." For the debut in Jackson, William Faulkner, upon whose novel the film is based, will be the honored guest. Host for the evening will be Governor James Coleman.

A specially devised promotional campaign for the Southern area goes into effect this week with newspaper ads, radio transcriptions and television spots all keyed to the southern emphasis of the production. One of the key promotional factors in the campaign is the best-selling recording of the title song, recorded by "The Platters."

20th plans to adapt its basic campaign on "The Sound and the Fury" for other situations for the March release.

Music Hall Numbers Included in Album

Three musical selections from the current stage show at Radio City Music Hall have been recorded by Everest Records for a new long-playing album featuring the Radio City Music Hall Symphony Orchestra conducted by Raymond Paige.

The new album, recorded in Everest' new sound technique, is titled "Music Hall Bon Bons . . ." and includes Deroy Anderson's "Fiddle Faddle," the number to which the Rockettes are dancing in a Times Square scene, and David Rose's "Holiday for Strings" and "Our Waltz," which comprise the overture to Russell Markert's new stage revue showing with "The Journey." Other numbers in the album, released this week, include a group of all-time favorites in the "pops" field from the works of Morton Gould, Raymond Scott and Percy Faith. It is available in both monaural and stereo versions.

John Evins' Widow Dies

ATLANTA, Feb. 23. — Mrs. John G. Evins, widow of the pioneer exhibitor who died in 1941, succumbed here late last week following a short illness. The deceased, associated with her husband in his enterprises, was at one time organist at the old Strand Theatre here.

'Oscar' Sh

(*Continued from page 1*)

which involve preparations
the so-called "golden hours" o
Saturday-Sunday schedules,
presented to the MPAA boa
George Seaton, Fred Metzle
Margaret Herrick, representin
Academy. The change from t
vious Wednesday night teleca
made at the request of ex
who pointed out that Monday
poorer theatre business night a
telecast, accordingly, would re
less of a business loss.

Hetzel Presides

Ralph Hetzel, MPAA vic
dent, presided at the board
in the absence of Eric Johnsto
ident, who is in the Far Eas

Kodak Board Decl Stock Distribution

Special to THE DAILY

ROCHESTER, N. Y., Feb.
directors of the Eastman Koda
pany at their meeting today
a one-for-one stock distributio
outstanding common shares
creased the total cash dividen
common stock. They also reco
ed that the company reduce it
by retiring its old preferred st
that a new class of preferred
authorized for exchange by the
of the old preferred issue on t
of two shares of new stock for
the old.

Additional Shares Autho

Another recommendation c
the authorization of 50 milli
tional shares of the commo
These recommendations will
mitted to the company's 98,0
owners for their approval at
nual meeting on April 28.

The report of the Kodak
actions was made by Thomas
grave, chairman, and Albert
man, president, following the
at company headquarters her

The common stock distribu
provide one additional comm
for each share held by stockh
record as of March 9, 1959.
will be distributed April 13, 1
shares previously authorized
company's stockholders, and
crease the number of comm
outstanding to 38,382,246.

Quarterly Dividend Dec

The quarterly cash divi
clared today on the common
37 cents per share on the 3
shares to be outstanding. If
dend is figured on the old
19,191,123 outstanding
shares, it is equal to 74 cents
This compares with 65 cent
declared last year in the firs
on 19,191,123 shares. The re
idend of 1½ per cent ($1.50
was declared on the preferre
The quarterly cash dividends
able April 1, 1959, to share
record as of March 9, 1959.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 85, NO. 36 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 25, 1959 TEN CENTS

atter of Principle'

hio Governor its Censors; ew Bill Filed

s Policy as Violation the First Amendment

Special to THE DAILY

)LUMBUS, O., Feb. 24.—Gover- Michael V. DiSalle told a press erence here that "as a matter of iple" he does not like censorship hat "it would be difficult to write nsorship law under the rules h have been laid down by the Supreme Court."

believe there should be a strong against pornographic literature of

(*Continued on page* 2)

n. House Unit Votes ainst Anti-Censor Bill

Special to THE DAILY

NSAS CITY, Feb. 24.—The State s Committee of the Kansas e of Representatives Monday by a margin of one vote a bill g for the abolishment of the state of review. With the voting tied, Clark Kuppinger of Prairie Vil-

(*Continued on page* 6)

) Easter Openings eduled for 'Tempest'

me 400 key theatres have booked nount's Dino DeLaurentiis pro- on of "Tempest" at Eastertime, company announced here yes- y.

ncipal cities in which theatres lay the film include New York, y, Boston, Buffalo, New Haven, nnati, Cleveland, Philadelphia, urgh, Washington, Baltimore,

(*Continued on page* 6)

VISION TODAY—page 7

Questions Need and Legality of Four New York Censorship Measures

Special to THE DAILY

ALBANY, N. Y., Feb. 24.—Questioning the need and possible constitutionality of the four bills recently introduced by the Joint Legislative Committee on Offensive and Obscene Material, Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., a cooperative buying-booking organization, and an attorney of long-time association with the motion picture industry, has expressed particular criticism of the Younglove-Duffy measure. This authorizes the Motion Picture Division, State Educa-

(*Continued on page* 6)

Carr Is New Head Of Paramount Gulf

Kermit Carr has been appointed president of Paramount Gulf Theatres, Inc., it was announced by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, parent company of the theatre circuit which has headquarters in New Orleans. Carr succeeds Henry G. Plitt, who was recently elevated to head A.B.C. Films, Inc.

Carr began his theatre career in 1929 and has served in various capacities in the industry. He managed several theatres in Des Moines, Ottumwa and Waterloo for the Tri-States Theatre Corp. During World

(*Continued on page* 5)

To Meet Again on Armed Service Theatres

From THE DAILY Bureau

WASHINGTON, Feb. 24.—Representatives of the Department of Defense will confer here with members of the Theatre Owners of America

(*Continued on page* 5)

Many to Testify on N. Y. License Bills

A full representation of industry witnesses is scheduled to appear tomorrow at the hearing at the Hotel Roosevelt here on four bills sponsored by the Joint Legislative committee to study the publication and dissemina-

(*Continued on page* 6)

Censorship Unwarranted Says N. Y. Assemblyman

Special to THE DAILY

ALBANY, N. Y., Feb. 24.—Assemblyman Bentley Kassal, Manhattan Democrat and a lawyer, declared today that extension of censorship in the field of motion pictures within New York State is wholly unwarranted.

"Three of the bills recently intro-

(*Continued on page* 6)

REVIEW:

Some Like It Hot

Ashton—Mirisch—U.A.

Two years is a long time for a star of the eminence of Marilyn Monroe to be away from the screen. But anyone who might have had the thought that her absence made the ardor of her following grow less fond should have been at Loew's Lexington Theatre when "Some Like It Hot" was previewed recently. Word had somehow got around New York that this was the film being "sneaked" and the paying customers started forming long lines early. Once inside the lucky ones shook the rafters of the

(*Continued on page* 5)

Mar. 12 Divorce

Loew's Ends Its Cumulative Voting Set-Up

Vogel Sees 50 Cents Per Share Second Quarter Net

By **WARREN G. HARRIS**

Loew's, Inc., stockholders voted yesterday by a large majority to end the company's long-established system of cumulative voting in electing directors. The vote was 3,363,553 shares for the proposition, 340,291 against.

At a special meeting called for the purpose at Loew's 72nd Street Theatre here, president Joseph R. Vogel said the change in voting would prevent the recurrence of "disturbing factors it is not necessary to recall." First result of the change is that a regular method of voting will prevail at tomorrow's annual meeting of stockholders, when a new slate of 15 directors will be up for election.

Before opening the special meeting

(*Continued on page* 4)

Order Anti-Trust Trial Against RCA and NBC

From THE DAILY Bureau

WASHINGTON, Feb. 24.—The Supreme Court ruled that Federal Communications Commission approval of a broadcasting deal does not bar the Justice Department from bringing

(*Continued on page* 7)

Step Up Promotion on 'Oscar' Night Telecast

New promotional plans for the industry-sponsored telecast and radio broadcast over the NBC network of the Academy Awards presentations on April 6 were begun here yesterday following announcement of the nominees for Oscars.

The radio and television coordinat-

(*Continued on page* 2)

like color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, is in Chicago today from New York.

•

RODNEY CHALK, of British Information Services, has returned to New York from London.

•

MARTIN ANINSMAN, manager of the Astor Theatre, Philadelphia, this week marked his 22nd wedding anniversary.

•

JAMES STEWART returned to New York over the weekend from Europe.

•

LAURA KENNEDY, United Artists secretary in Jacksonville, has returned there from Atlanta.

•

WILLIAM BENDIX has returned to New York from London via B.O.A.C.

•

SANFORD GOTTLOB, son of CHARLES GOTTLOB, former Cleveland theatre owner, will be married on March 22 to JUDY LARNER.

•

S. R. BASKIN, of Bailey Theatres, Atlanta, is recuperating at a local hospital there following surgery.

•

MORRIS JACOBSON, operator of the American, Rialto and Strand theatres, Bridgeport, Conn., has greeted two new grandchildren in less than a month. MRS. LOU JACOBSON, wife of the American Theatre manager, gave birth in Bridgeport, and MRS. EUGENE JACOBSON, wife of DR. JACOBSON, had her baby in Syracuse.

•

ED GRAHAM, of Goulding, Elliott and Graham, producers of TV commercials, has left New York for Chicago.

•

FRANK CAPRA, producer-director, will arrive in New York this week from the Coast.

39
Years of skilled Craftsmanship in Feature Trailer Production... available for your
SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience!
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

Kodak Sales, Earnings Reported Up in '58

Special to THE DAILY

ROCHESTER, Feb. 24.—Total sales and earnings of the Eastman Kodak Co. for 1958 were higher than for 1957, it was reported by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. They also said that the sales and earnings outlook for 1959 appears "favorable."

Consolidated sales of the company's United States establishments last year amounted to $828,801,269, about four per cent more than the $798,283,443 for 1957, which was the best previous year for both sales and earnings.

Net Earnings Rise

Net earnings of $98,912,039, or $5.13 per common share, were slightly above the 1957 total of $98,108,305, or $5.09 per share.

"The diversity of the company's products, operations, and markets was an important sustaining factor in the year's results," the Kodak officials said.

SMPTE Establishes New Boston Section

The board of governors of the Society of Motion Picture and Television Engineers has announced the establishment of a new Society Section in Boston, according to Dr. Norwood L. Simmons, SMPTE president.

The establishment of the Boston Section brings to 11 the number of SMPTE Sections throughout the country. Headquarters of other SMPTE Sections are located in Atlanta, Chicago, Dallas-Fort Worth, Hollywood, New York, Rochester, San Francisco, Washington, Nashville and Toronto, Canada.

The new Boston Section includes approximately 150 members in Massachusetts, Maine, New Hampshire, Vermont and Rhode Island.

'Mame' Big on Circuits

Warner Bros.' "Auntie Mame" brought in an estimated gross of more than $750,000 in the week ended yesterday in neighborhood theatres throughout the New York metropolitan area. The "Auntie Mame" figure, amassed in 90 theatres on the RKO and independent circuits, was the greatest for a single week since "Sayonara," Warner Bros. hit of last year, was shown in a similar group of theatres.

Nayfack Rites Today

Funeral services will be held at Riverside Chapel here today for Saul J. Nayfack, father of Bertram S., general counsel of Donahue & Coe; Dr. Jules S., and the late Nicholas S. Nayfack, M-G-M producer.

Lider Critical of Disney 'Beauty' Policy

Special to THE DAILY

BOSTON, Feb. 24.—The sales policy for Walt Disney's "Sleeping Beauty" recently announced by Buena Vista Distributing Co. is deplored by Edward Lider, president of Independent Exhibitors of New England in a current bulletin distributed to exhibitors generally.

Lider contends that the policy of opening the picture only in theatres equipped to play 70mm. and at the higher prices which such theatres command, is a reversal of sales practices that made Disney a success through intimacy with a mass market.

"If Disney really wants to recoup his investment and make a profit," Lider says, "he should be playing in hundreds and eventually in all of the theatres so that patrons everywhere could go to their customary local theatre" instead of being obliged to seek out a particular one.

Distributing Company Is Formed by Dana

P. T. Dana, who recently resigned as Eastern sales manager for Universal Pictures, has organized U.S. Films, Inc., a distributing company with exchanges in Pittsburgh, Washington and Philadelphia. He will handle the product of Pacific National Pictures in the three territories as well as independent product.

Dana's franchise agreement with Pacific National calls for him to start operations in the territories before the end of March and involves initially "Date With Death" and "Hideous Sun Demon." As president of U.S. Films, Inc., Dana is negotiating to handle a select number of independent releases in the three territories and has already set some seven films.

Step Up Promotion

(*Continued from page 1*)

ing group of the Motion Picture Association's advertising-publicity directors committee met on the stepped-up promotion plans at MPAA headquarters. Robert Ferguson of Columbia is chairman of the group, which includes Roger Caras of Columbia, William Stutman, 20th Century-Fox, Charles Franke, Paramount, and Harold Rand, Buena Vista. Sitting in with the group were Harry McWilliams, coordinator for the Awards promotion program, and Taylor Mills, MPAA information director.

Network programs that use promotional films, invite personal appearance of nominees, scripts for disc jockeys and recordings of nominated songs, and the like were listed by the group and assignments made for specific promotions to keep public interest in the Awards program at peak level from now to Oscar night.

Ohio Govern

(*Continued from page 1*)

any kind," Gov. DiSalle added.
could be the best way of handli
He expressed the belief that "
up someone to try to act as a c
to say what a person should see,
be something very well violative
First Amendment of the Co
tion."

The governor's statement ca
the day that a second film cens
bill was introduced in the Ohio
lature. Its authors, Rep. Paul I
Democrat, Columbus, and
Thomas O'Shaughnessy, Den
Columbus, want to set up a cla
tion system for movies. The cla
tions, "adult" and "family," wo
determined by a board of eight
by the State.

Theatre Managers Held Respo

The Lynch - O'Shaughness
would prohibit patrons under 2
attending "adult" movies. Polic
the classification regulations wo
a function of theatre managers.

Earlier, Sen. Robert Shaw, Re
can, Columbus, introduced a c
ship bill which redefines "obsc
and sets up a board of five to r
questionable films.

Bronston Coming F With 'Paul Jones' P

Samuel Bronston, producer of
Paul Jones," arrives this week
Europe with the first print fo
York and West Coast screening
Warner Bros. executives. Releas
and policy for the picture will
termined following these scree

Directed by John Farrow, the
pendently-produced film in T
rama-Technicolor, has a cast t
by Robert Stack in the title role,
Donald Carey, Charles Coburn
risa Pavan, Jean Pierre Aumont
O'Brien, Peter Cushing, Bruce
Thomas Gomez, Susana Canales
Nieto, Archie Duncan, Tom Bra
and Bette Davis in a guest star a
ance as Catherine the Great.

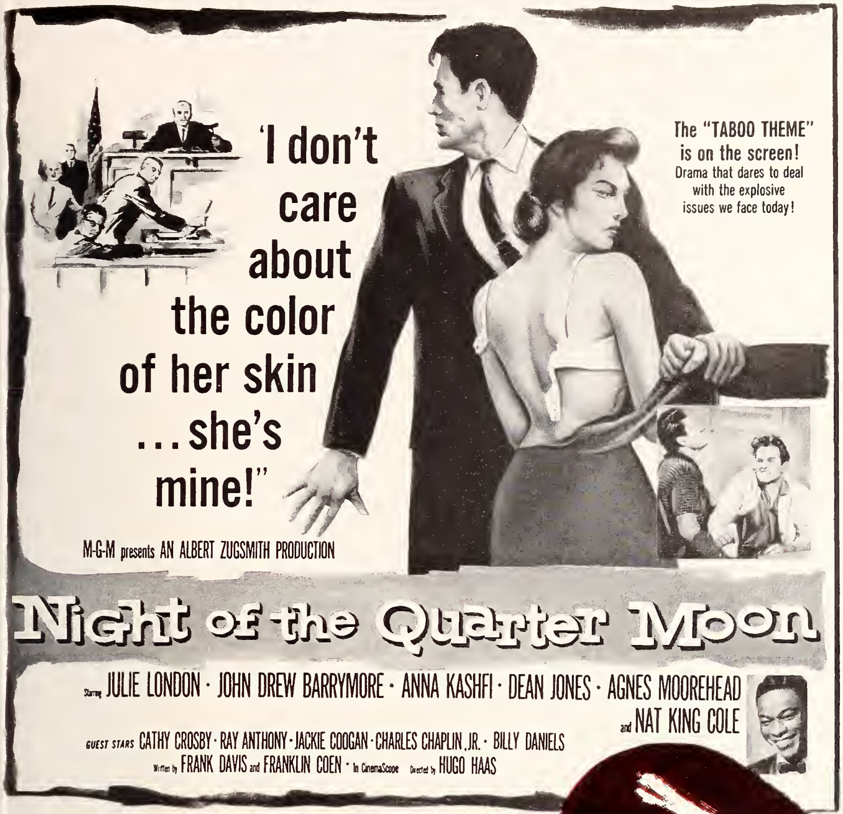
Schola Cantorum W Appear at Music Ha

The celebrated Schola Can
New York choral group under t
rection of Hugh Ross, will app
the stage of the Radio City Musi
in the Easter show, Russell V. I
ing, president of the theatre
nounced yesterday.

Will Follow 'The Journey'

The engagement will be th
theatrical appearance in the hist
the group and will mark the beg
of its 50th anniversary comme
tion. The theatre's Easter progra
open immediately following th
rent attraction, "The Journey."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi



"I don't care about the color of her skin ...she's mine!"

The "TABOO THEME" is on the screen! Drama that dares to deal with the explosive issues we face today!

M-G-M presents AN ALBERT ZUGSMITH PRODUCTION

Night of the Quarter Moon

Starring JULIE LONDON · JOHN DREW BARRYMORE · ANNA KASHFI · DEAN JONES · AGNES MOOREHEAD and NAT KING COLE

GUEST STARS CATHY CROSBY · RAY ANTHONY · JACKIE COOGAN · CHARLES CHAPLIN, JR. · BILLY DANIELS

Written by FRANK DAVIS and FRANKLIN COEN · In CinemaScope Directed by HUGO HAAS

LEFT: *Advertising pulls no punches!*

LINCOLN!

COLUMBUS!

LAFAYETTE!

OKLAHOMA CITY!

TERRA HAUTE!

EXT! BROADWAY AT THE BIG CAPITOL!

Press-time Flash!
From Variety:
BIG, BOFFO!
OMAHA!"

BIG NIGHT IN SAN DIEGO!

YOU CAN BANK ON M·G·M

Loew Set-Up

(*Continued from page 1*)

to stockholders' questions, Vogel said that Loew's has "weathered the storm successfully": that the company is "not only stabilized, but ready to take advantage of new opportunities." He pointed out that for the second quarter ending March 12, consolidated net earnings should have a base of about 50 cents per share.

'Separate Business Lives'

Also on March 12, Vogel said, will begin the distribution of shares of the two separate companies resulting from government divorcement proceedings, Loew's, Inc., and Loew's Theatres. The two companies will "lead separate business lives," Vogel commented, telling stockholders that it would be impossible to gauge what their dividends would be on the new stock.

After assuring stockholders that this year's business would be the best in the last 10—he predicted that "Ben Hur" would be "at least" in the same boxoffice class as "The Ten Commandments"—Vogel opened the meeting to questions from the floor.

Wilma Soss, a stockholder, said she represented the Federation of Women Stockholders, and declared herself shocked by "the ambiguity" of proxy statements mailed to stockholders, and opined that, as a result, yesterday's vote "will not stand up in the courts."

Strikes at Cummings

Miss Soss criticized Nathan Cummings, largest single Loew's shareholder, who is also chairman of Consolidated Foods Corp., stating that Cummings was a director of the Bon Ami Company when it was sold to Alexander Guterma. Miss Soss asked what was to guarantee that Cummings would not sell his Loew's stock to "someone who is unsuitable."

Cummings said he owned or represented 285,000 shares of Loew's common stock, and that as a prospective member of the board he didn't want to listen to other stockholders "discredit themselves in speaking."

Also exchanging remarks with Miss Soss was Judge Louis Goldstein, who represents the Lester Martin Foundation, owner of about 11,000 shares of Loew's stock. Judge Goldstein said that he had been one of the company's severest critics for the past six years, but that he was in favor of eliminating cumulative voting, because it would "remove the cancer of proxy fights."

'Surprised,' Says Frisch

Emanuel Frisch, New York exhibitor, who said he represented 500 shares held by him and his family, rose to say that he was "surprised to hear so many small stockholders dissatisfied." Frisch pointed out that cumulative voting must be considered in the light of each particular corporation, and that he didn't think it was a good idea in the case of Loew's. He said the nominated board holds only three people "who have active experience in the motion picture industry." "It will be of no use," Frisch added, "to continue a system which will bring in more outsiders."

Academy Awards Nominees For 1958 Are Listed in Full

Following is the complete list of nominations for 1958 Academy Awards. United Artists had 26 nominations for six pictures; MGM 24 for seven, Warners 12 for five, 20th Century-Fox nine for five and Paramount eight for five, with other companies in lesser numbers. Winners of awards will be announced April 6 on the industry-sponsored telecast over NBC and on radio.

FOR BEST ACTOR: Tony Curtis in "The Defiant Ones," Stanley Kramer, United Artists. **Paul Newman** in "Cat on a Hot Tin Roof," Avon Prods., Metro-Goldwyn-Mayer. **David Niven** in "Separate Tables," Clifton Prods., United Artists. **Sidney Poitier** in "The Defiant Ones," Stanley Kramer, United Artists. **Spencer Tracy** in "The Old Man and the Sea," Zeland Hayward, Warner Bros.

FOR BEST ACTRESS: Susan Hayward in "I Want to Live!", Figaro, Inc., United Artists. **Deborah Kerr** in "Separate Tables," Clifton Prods., United Artists. **Shirley MacLaine** in "Some Came Running," Sol C. Siegel Prods., Metro-Goldwyn-Mayer. **Rosalind Russell** in "Auntie Mame," Warner Bros. **Elizabeth Taylor** in "Cat on a Hot Tin Roof," Avon Prods., Metro-Goldwyn-Mayer.

FOR BEST SUPPORTING ACTOR: Theodore Bikel in "The Defiant Ones," Stanley Kramer, U.A. **Lee J. Cobb** in "The Brothers Karamazov," Avon Prods., MGM. **Burl Ives** in "The Big Country," Anthony-World Wide Prods., U.A. **Arthur Kennedy** in "Some Came Running," MGM. **Gig Young** in "Teacher's Pet," Perlberg-Seaton, Paramount.

FOR BEST SUPPORTING ACTRESS: Peggy Cass in "Auntie Mame," Warners. **Wendy Hiller** in "Separate Tables," U.A. **Martha Hyer** in "Some Came Running," MGM. **Maureen Stapleton** in "Lonelyhearts," Schary Prods., U.A. **Cara Williams** in "The Defiant Ones," U.A.

FOR BEST MOTION PICTURE: "Auntie Mame"—Warner Bros. "Cat on a Hot Tin Roof," Avon, Laurence Weingarten, MGM. "The Defiant Ones," Kramer, U.A. "Gigi," Arthur Fried, MGM. "Separate Tables," Clifton, Harold Hecht, U.A.

FOR BEST ART DIRECTION: "Auntie Mame," Malcolm Bert. Set Decoration: **George James Hopkins**, Warner Bros. "Bell, Book and Candle," **Cary O'Dell.** Set Decoration: **Louis Diage**, Columbia. "A Certain Smile," **Lyle R. Wheeler** and **John De Cuir.** Set Decoration: **Walter M. Scott** and **Paul S. Fox**, 20th Century-Fox. "Gigi," **William A. Horning** and **Preston Ames.** Set Decoration: **Henry Grace** and **Keogh Gleason**, MGM. "Vertigo," **Hal Pereira** and **Henry Bumstead.** Set Decoration: **Sam Comer** and **Frank McKelvy**, Alfred Hitchcock Prods., Paramount.

FOR BEST CINEMATOGRAPHY (BLACK & WHITE): "The Defiant Ones," **Sam Leavitt**, U.A. "Desire Under the Elms," **Daniel L. Fapp**, Paramount. "I Want to Live!" **Lionel Lindon**, U.A. "Separate Tables," **Charles Lange, Jr.**, U.A. "The Young Lions," **Joe MacDonald**, 20th Century-Fox.

FOR BEST CINEMATOGRAPHY (COLOR): "Auntie Mame," **Harry Stradling, Sr.**, Warner Bros. "Cat on a Hot Tin Roof," **William Daniels**, MGM. "Gigi," **Joseph Ruttenberg**, MGM. "The Old Man and the Sea," **James Wong Howe**, Warner Bros. "South Pacific," **Leon Shamroy**, Magna Theatre Corp.

FOR BEST COSTUME DESIGN: "Bell, Book and Candle," **Jean Louis**, Columbia. "The Buccaneer," **Ralph Jester, Edith Head** and **John Jensen**, C. B. DeMille, Paramount. "A Certain Smile," **Charles LeMaire** and **Mary Wills**, 20th Century-Fox. "Gigi," **Cecil Beaton**, MGM. "Some Came Running," **Walter Plunkett**, MGM.

FOR BEST DIRECTION: "Cat on a Hot Tin Roof," **Richard Brooks**, MGM. "The Defiant Ones," **Stanley Kramer**, U.A. "Gigi," **Vincente Minnelli**, MGM. "I Want to Live!" **Robert Wise**, U.A. "The Inn of the Sixth Happiness," **Mark Robson**, 20th Century-Fox.

FOR BEST FILM EDITING: "Auntie Mame," **William Ziegler**, Warner Bros. "Cowboy," **William A. Lyon** and **Al Clark**, Columbia. "The Defiant Ones," **Frederic Knudtson**, U.A. "Gigi," **Adrienne Fazan**, MGM. "I Want to Live!" **William Hornbeck**, U.A.

FOR BEST MUSICAL PICTURE SCORE: "The Bolshoi Ballet," **Yuri Faier** and **G. Rozhdestvensky**, Rank Film Distributors of America, Inc. "Damn Yankees," **Ray Heindorf**, Warner Bros. "Gigi," **Andre Previn**, MGM. "Mardi Gras," **Lionel Newman**, 20th Century-Fox. "South Pacific," **Alfred Newman** and **Ken Darby**, Magna.

FOR BEST MOTION PICTURE SCORE: "The Big Country," **Jerome Moross**, U.A. "The Old Man and the Sea," **Dimitri Tiomkin**, Warner Bros. "Separate Tables," **David Raksin**, U.A. "White Wilderness," **Oliver Wallace**, Walt Disney. "The Young Lions," **Hugo Friedhofer**, 20th Century-Fox.

FOR BEST SONG: "Almost in Your Arms" from "Houseboat," music and lyrics by **Jay Livingston** and **Ray Evans**, Paramount. "A Certain Smile" from "A Certain Smile," music by **Sammy Fain**, lyrics by **Paul Francis Webster**, 20th Century-Fox. "Gigi" from "Gigi," music by **Frederick Loewe**, lyrics by **Alan Jay Lerner**, MGM. "To Love and Be Loved" from "Some Came Running," music by **James Van Heusen**, lyrics by **Sammy Cahn**, MGM. "A Very Precious Love" from "Marjorie Morningstar," music by **Sammy Fain**, lyrics by **Paul Francis Webster**, Warner Bros.

BEST SOUND RECORDING: "I Want to Live!" **Gordon E. Sawyer**, U.A. "South Pacific," **Fred Hynes**, Magna Theatre Corp. "A Time to Love and a Time to Die," **Leslie I.
Carey**, Universal-International.
tigo," **George Dutton**, Parar
"The Young Lions," **Carl Fa**
20th Century-Fox.

FOR BEST SPECIAL EFF
"tom thumb," **Tom Howard,**
"Torpedo Run," **A. Arnold Gi**
(visual effects), **Harold Hun**
(sound effects), MGM.

FOR BEST SCREENPLAY:
on a Hot Tin Roof," **Richard**
and **James Poe**, MGM. "Gigi,"
Jay Lerner, MGM. "The H
Mouth," **Alec Guinness**, U.A. "I
to Live!" **Nelson Gidding** and
Mankiewicz, U.A. "Separate T
Terence Rattigan and **John Gay**

**FOR BEST STORY
SCREENPLAY:** "The Defiant
Nathan E. Douglas and **Harold**
Smith, U.A. "The Goddess,"
Chayefsky, Columbia. "House
Melville Shavelson and **Jack**
Paramount. "The Sheepman,"
by **James Edward Grant**, scree
by **William Bowers** and **Jame**
ward Grant, MGM. "Teacher's
Fay and Michael Kanin, Paran

**FOR BEST FOREIGN LA
AGE FILM:** "Arms and the
("Helden"), **H. R. Sokal**, P. Gold
Productions, Bavaria, Filmkunst
(Germany). "La Venganza,"
Producciones Cinematografica. (S
"My Uncle," ("Mon Oncle"), S
Gray-Alter Films in association
Films del Centaure (France).
Road A Year Long," ("Cesta
godinu dana"), Jadran Film (
slavia). "The Usual Unidenified
ves," ("I Soliti Ignoti"), Lux-
Cinecitta (Italy).

**FOR BEST SHORT SUBJ
CARTOON:** "Knighty Knight
John W. Burton, producer, W
Bros. "Paul Bunyan," Walt D
Prods. "Sidney's Family Tree,"
toons, **William M. Weiss**, pro
20th Century-Fox.

**FOR BEST SHORT SUBJ
LIVE ACTION:** "Grand Car
Walt Disney Prods., **Buena Vist**
"Journey Into Spring," **British T**
port Films, Ian Ferguson, prod
Lester A. Schoenfeld Films.
Kiss," Cohay Prods., John P
Hayes, producer, Continental D
buting, Inc. "Snows of Aorangi,"
Zealand Screen Board, George
Associates. "T Is for Tumblew
James A. Lebenthal, producer,
tinental Distributing Inc.

**FOR BEST DOCUMENT
FEATURE:** "Antarctic Cros
World Wide Pictures, **James**
producer, Lester A. Schoenfeld F
"The Hidden World," Small W
Co., **Robert Snyder**, producer.
chiatric Nursing," Dynamic F
Inc., **Nathan Zucker**, producer, "W
Wilderness," Disney Prods.,
Sharpsteen, producer, Buena Vis

**FOR BEST DOCUMENT
SHORT SUBJECT:** "AMA G
Walt Disney Prods., **Ben Sharps**
producer, Buena Vista. "Empl
Only," Hughes Aircraft Co., **Ker**
G. Brown, producer. "Journey
Spring," British Transport Films
Ferguson, producer, Lester A. Sch
feld Films. "The Living Stone,"
tional Film Board of Canada,
Daly, producer. "Overture," U
Nations Film Service, **Thorold Di**
son, producer.

rr Elected

Continued from page 1)

ne was for three years in the llery in the mule pack artil- a liaison pilot.

his return from active serv- r rejoined the Tri-State cir- in 1948 was named district for 24 theatres. In 1952 he a film buyer and two years s promoted to the position ant to A. H. Blank, president tates. In December, 1957, came executive assistant to Finske, president of Florida eatres Inc., with headquarters onville, where he has headed projects for that circuit.

unce Locale of et' Bow Tonight

cale of the world premiere of a Pictures' "Gidget" will be ed tonight over "The Price Is elevision show on the NBC It will be the home of one of ram's more than 40 million who have been participating niere Showcase" contest since

y yesterday the organization ndles the entries for Goodson man, the producing organiza- processing the millions of , endeavoring to come up one winner who correctly ne retail value of the automo- nk coat, diamond bracelet, arette case, perfume and mera that made up the "Pre- owcase." With the possibility e will have to be decided, and Todman announced that er's identity would not be ntil the show goes on at 8:30 T.

nner will have the world pre- "Gidget" in his home some- he next month. Stars of the other Hollywood personalities s representatives will gather nner's house for a full scale

yn Will Present al Foreign Award

m THE DAILY Bureau

YWOOD, Feb. 24.—The Hol- oreign Press Association to- unced that Samuel Goldwyn oted its invitation to annually bronze plaque, to be known muel Goldwyn International ard, to the best foreign mo- ure made outside of the tates each year.

m has also accepted an invi- personally make the first on of the plaque at the forth- wards banquet of the Holly- eign Press group in the Am- Hotel's Cocoanut Grove on

Books 'Stranger'

er in My Arms," Universal- nal release, will have its New niere at the Odeon Theatre ay.

Some Like It Hot

(CONTINUED FROM PAGE 1)

theatre with their howls of glee over this new comedy from producer-director Billy Wilder.

Such demonstrations of enthusiasm are certain to be repeated at theatres all over the land. Not only is Marilyn back, but she has with her two co-stars who have ardent followers of their own in Tony Curtis and Jack Lemmon. Furthermore, their vehicle is a zany farce with a central "gimmick" that is going to cause plenty of talk in itself. Curtis and Lemmon play most of the picture decked out in female attire!

This is the set-up: the two boys are a couple of unemployed jazz musicians in Chicago in the late '20's who happen to witness a gangland massacre. To evade the mobsters who want to wipe them out before they can talk to the police, the heroes conceive the idea of taking jobs with an all-girl band. Miss Monroe is the singer with the troupe, which is on its way to Florida for a hotel engagement.

Having set up this situation, Wilder, who also wrote the script in collaboration with I. A. L. Diamond, takes it uninhibitedly from there and, except for a couple of interludes, keeps his heroes doing the "Charley's Aunt" bit until the end of the film.

As might have been expected plenty of fun is derived from the early difficulties of the two men in adjusting to high heels and beads. There is also some amusing nonsense in their frenetic efforts to continue the masquerade and to repress their natural instincts around all these women —especially the delectable Miss Monroe. There is further quite a lot of ado over the necessity of their avoiding the advances of some amorous males in that Florida hotel. (Lemmon has the most difficulty in this respect with Joe E. Brown as a persistent millionaire playboy.)

At one point Curtis doffs his dress for a yachtsman's outfit in which he pretends to be a wealthy "catch" for the benefit of Miss Monroe. This scene, in which Curtis also does a take-off on the mannerisms and speech of Cary Grant, had the preview audience screaming with delight.

So did the grand finale, which is a Keystone Kops-like chase, in which the gangsters arrive in Miami, discover Curtis and Lemmon despite their disguise, and take off in hot pursuit. All ends well: Curtis confesses the hoax to Miss Monroe; Lemmon likewise tells the truth to Brown; and everybody escapes aboard the latter's palatial yacht.

In making this type of screwy farce a success, everyone must get into the spirit of the thing, and fortunately everyone has. Miss Monroe looks terrific, wears the '20's costumes with style, and even warbles three songs from the period—"I Wanna Be Loved by You" "I'm Through with Love." and "Runnin' Wild." Curtis and Lemmon go at their roles with relish and abandon, and Brown is hilarious as the eccentric millionaire. Also on hand to do surprise "bits" are George Raft as a gangster and Pat O'Brien as a cop.

Ashton Productions is presenting this Mirisch Company picutre for United Artists release.

Running time, 120 minutes. General classification. Release, in March.

Richard Gertner

Marilyn Monroe and Tony Curtis in "Some Like It Hot."

Army Theatres

(Continued from page 1)

when the TOA board meets here this weekend, to discuss further the question of the advance release of motion pictures to Army and Air Force post theatres.

A TOA committee met late last month with Assistant Secretary of Defense Charles C. Finucane, outlined their dissatisfaction with the present system of release and proposed an alternate method. The department would like more information, a spokesman said, and consequently arranged to meet with the TOA committee when its members come here for the board meeting.

Harold Brown Is Dead; Headed United Detroit

Special to THE DAILY

DETROIT, Feb. 24.—Harold H. Brown, Jr., president of United Detroit Theatres, died late Sunday in Los Angeles of a heart attack. He had been on the Coast screening product since Feb. 13.

Born June 29, 1912, Brown began his career as an usher at the Michigan Theatre in 1930 and soon became treasurer. He was then appointed assistant manager of the Ramona, Annex and Riviera, and then manager of the Ramona. In 1937 he became a UDT film booker, a post he left for three years to serve in the war as an artillery sergeant. In 1947, he was appointed a film buyer for UDT and in 1953 succeeded Earl J. Hudson as West Coast vice-president of AB-PT.

Brown was a former chief barker of Detroit Variety Tent, a member of Old Newsboys, Adcraft Club, a former Rotarian, director and assistant treasurer of the Central Business District Association, former president of the Detroit Cerebral Palsy Center and vice-president of the board.

Brown is survived by his wife, the former Glennys Cook, a daughter, Cynthia, his father and mother, brothers Richard and Robert, in the service, and Donald in Phoenix, and a sister, Mrs. William Jarress.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Assemblyman

(Continued from page 1)

duced by the Joint Legislative Committee on Offensive and Obscene Material," he said, "while purporting to protect the public, would accomplish a different result. How? By compelling the exhibitor to be a self-censoring instrumentality. With the exception of lasciviousness and sexual immorality, the best censor is the individual viewer, or, in the case of children, the parents' decision as to what they should see on the screen."

Sees Courts 'Explicit'

"Our court decisions are explicit," Kassal continued, "as to the definition of sexual immorality and indecency. The creation of additional grounds for censorship, beyond those based on smut and filth, is unwise and uncalled for, in my opinion."

"In the area of smut and filth," the Assemblyman commented, "it is desirable we should have censorship based on the standards established by our courts. I believe that, in any other area, wisdom dictates that censorship be by the individual, or by the parent. I do not wish exhibitors to be placed in the position where they become censors."

Kassal observed that the Meighan Assembly bill banning obscenity, etc., by exhibitors and distributors in posters and other advertisements, includes a new and heretofore undefined term 'disgusting,' This opens the door to the censors for any reason whatsoever.

Calls Expression Confusing

What is pleasant to one person may be unpleasant or disgusting to another. 'Disgusting' is an expression which operates solely to confuse, not to clarify."

"However," added Kassal, "I do feel that any misrepresentation—here I quote from the Meighan bill, 'by exhibiting or advertising any scene or dialogue purportedly but not actually in the motion picture'—is improper and if repeated, should lead to appropriate disciplinary action."

Kan. House Unit

(Continued from page 1)

lage, cast the deciding ballot against the measure.

The decision of the House committee does not mean that the censoring agency will be allowed to exist, for a Senate bill to eliminate the board still is to be debated.

Need for Film Bill Questioned

(Continued from page 1)

tion Department, to classify certain films as "unsuitable for children subject to the Compulsory Education Law."

Rosenthal asked, "What proof exists that 'offensive' motion pictures have an ill effect on minors?"

Age Limit Is 17

The bill would permit the "objectionable" classification "when a film, though licensed, portrays nudity, horror, violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships, to an extent believed contrary to the proper mental, ethical and moral development of children subject to the compulsory education law." The latter extends to the age of 17.

Rosenthal observed that the Younglove-Duffy act "justifies its existence and pleads its passage on the basis that the moral needs of minors will be protected."

"In all the reports and statements I have seen," he continued, "there is failure to produce evidence of the cause and effect of motion pictures with 'offensive elements', on minors. Considering the problem maturely, it would seem basic to build on facts, rather than on emotions. This bill, and to some extent the other three, apparently are the result of, or have been influenced by, the Annual Report of Division of Motion Pictures (April 1957-March 1958).

Says Industry Is Vindicated

"No responsible citizen condones crime," declared Rosenthal, "nor can he question restrictions on his basic freedom, where it involves the public welfare. But, on a careful reading of the Motion Picture Division's report, I cannot see how it logically recommends the necessity of a classification law. The report, if anything, pays tribute to the clean record of the responsible representatives in the industry, which constitute the majority."

The lawyer contended that "Churches, PTA groups and others are the proper ones to make classifications, and to make moral evaluations, rather than the State."

The Catholic Church, through its Legion of Decency, is a powerful and effective force in the classification field, Rosenthal believed. Few pictures which it "condemned" receive extended playing time, he observed.

Rosenthal doubted that classification by the Education Department's Motion Picture Division would be effective, as to some or many children. The Division's opinion would be "advisory" only; it would be up to parents to follow or disregard the Division's advice.

Because no penalty section is included, the classification would not hold at the boxoffice. The distributor and the exhibitor could be required to "note" the classification of a film, in their advertising, but the exhibitor still could sell a ticket to a minor, for an "adult" film.

Rosenthal underlined that "The Motion Picture Division, in its report, lists no serious criticism of the manner in which responsible distributors and exhibitors conducted themselves."

Rosenthal at one time served as counsel for the Albany unit of TOA. He is considered highly qualified on the motion picture business, the family having owned and operated one or more Troy theatres for many years.

Many to Testify

(Continued from page 1)

tion of offensive and obscene material. The bills provide for licensing of New York theatres, to classify films as to audience suitability and to regulate film advertising.

Harry Brandt is scheduled to appear for Independent Theatre Owners Ass'n. of New York; D. John Phillips for Metropolitan M. P. Theatres Ass'n. and Sidney Schreiber, Margaret Twyman and Gordon White for the Motion Picture Ass'n. of America. In addition, women's groups will be asked to send representatives and child study specialists may be placed on the stand. Theatre Owners of America is expected to have a spokesman for its upstate members, strongly opposed to the measures, and Seymour Morris, advertising-publicity director for the Schine circuit, Gloversville, N. Y., and Gerald Shea of the Shea circuit also are scheduled to testify.

The joint legislative committee itself has invited numerous individuals and organizations to appear, many of whom were on hand at the public hearing conducted by the same committee in December when, however, the city's newspapers were not being published because of a strike.

N. Y. Judiciary Gr
Seeks Film-Bill Vie

Special to THE DAILY

ALBANY, N. Y., Feb. 24.
Walmsley, chairman of Assen
diciary Committee, said this a
he had informed D. John
executive director of the Metr
Motion Picture Theatre Ass
during the latter's visit here,
committee would permit brie
ments, pro and con, to be ma
on the four bills introduced
Joint Legislative Committee o
sive and Obscene Material, v
holding a public hearing on th
two other measures, at the
Roosevelt, New York, on Thur

Walmsley stressed to Phill
the Judiciary Committee to w
quartet of bills was referred
lower house, would take nc
until the joint legislative co
had held the hearing and ma
ommendations to his committe

No 'Mass Meeting,' He

The Nyack lawyer, a Rep
stated there was no intention
mitting "a mass meeting" on t
before the Assembly Judiciar
mittee. He would expect one
spokesmen for each side to pre
case "concretely and co
Walmsley told Phillips.

The date for such a present
arguments cannot be fixed at
ment, but it must be some day
March 10. On the latter, the a
rules committee will take over
on which standing committe
not acted.

Meanwhile, MOTION PICTURE
learned the legislative commi
the New York State Cou
Churches (Protestant) will tak
sition on the four bills, in a me
dum to be released next Wed
What its attitude will be is ur

400 Openings

(Continued from page 1

Atlanta, Charlotte, Jacksonville
phis, New Orleans, Chicago,
Indianapolis, Milwaukee,
polis, Dallas, Des Moines,
City, Oklahoma City, St. Loui
ver, Los Angeles, Portland, Sa
City, San Francisco and Seatt

Paramount is backing the
pest" openings with a pron
campaign involving star tours
papers, radio-TV, magazines,
etc.

Soon...
ENTERTAINMENT LIGHTNING
WILL STRIKE YOUR THEATRE

A and NBC

Continued from page 1)

st charges later against the

ourt specifically ordered a trial Anti-Trust Division's suit the Radio Corporation of and the National Broadcast- for their station swap with house Broadcasting Co. Dis- urt Chief Judge William H. ick in Philadelphia had thrown Government suit, claiming proval of the deal barred the t action.

Justice Earl Warren, speaking even-man court, with Justices and Frankfurter abstaining, FCC "was not given the pow- cide anti-trust issues as such, mission action was not intend- event enforcement of the anti- vs in Federal courts."

pinion sought to draw a dis- between the FCC and other regulatory agencies, pointing other agencies regulate rates e FCC does not regulate ad- and other broadcast charges. anti-trust suits against broad- ns could not be considered nent" of the industry as anti- ts against firms regulated by gencies might be regarded, indicated.

s 'Harassment' Possibility

ecision, of course, does not up- anti-trust suit but merely he suit must now go to trial nerits. The courts could still Justice charges without foun- But it does mean that the suit be tossed out without trial, cause the FCC had approved

Government suit, filed in De- 1956, charged RCA and NBC rcing Westinghouse to ex- Westinghouse-owned radio stations in Philadelphia for tions in Cleveland. It also the two firms with conspiring radio and TV stations in the largest cities.

vap had been approved by the December 1955. Kirkpatrick FCC approval was granted a months after the Justice De- had been alerted of the pro- vap, and that Justice should pealed the FCC decision ap- he transfer rather than wait- year to bring a separate anti-

Television Today

CBS-TV Affiliates Plan Annual Meet

The annual general conference of the CBS Television Network Affiliates will be held Saturday and Sunday, March 14 and 15, at the WBBM-TV Studios in Chicago, it was announced here. At the two-day sessions, key executives of the network and of CBS, Inc., will deliver talks in which they present progress reports and future plans of their various operations.

The meeting will get under way Saturday at 9:30 A.M., E.S.T., with talks by C. Howard Lane, vice-president and managing director of Station KOIN-TV, Portland, Oregon, and chairman of the CBS Television Affiliates Association, and Louis G. Cowan, president of the CBS Television Network.

Other speakers at the morning sessions will be Hubbell Robinson, Jr., executive vice-president in charge of network programs; William Hylan, vice-president, sales administration; Sig Mickelson, vice-president of CBS, Inc., and general manager, CBS News.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

GENERAL MOTORS will sponsor an hour long pictorial special report on "Man's Conquest of Space and Air," Sunday, April 19 (5:00-6:00 P.M.) TVia NBC, direct from the "World Congress of Flight," held at Las Vegas. (Well, here's a program we don't want to miss-ile.) . . . Janet Blair, whose scintillating performance on the "Chevvy Show" summer series last summer earned this and other reporters' high praise, will be invited to sign an exclusive long term NBContract. Miss Blair and hubby Mick Mayo just became parents of a baby last week, their first. . . . It's a scream! In fact it's been taped at Castle Dracula at 15 Screams per second. We're referring to the new RCAlbum (LP) "Monster Rally," featuring Hans Conried and Alice Pearce with the orchestra directed by Frank N. Stein. Written and conceived by Joel Herron and Fred Hertz, this unusual item is a MUST for the special sound effects as well as the record libraries of radio and TV stations.

☆ ☆ ☆

Easily one of the most popular school marms in the land and talented as well (her 27th book on children will be published May 5 by McGraw-Hill) is "Miss Frances" whose "Ding Dong School" celebrates its 1500th telecast next Monday over WGN (Chicago.) This inspired program has been "ringing the bell" for national sponsors year in, year out and has earned the originator, Dr. Frances Horwich numerous awards and citations. . . . The Ted Cotts (she's Actress Sue Oakland) became parents of a 6½ pound baby boy, James Lloyd last Friday at the Doctors' Hospital. . . . "The Gale Storm Show," starring La Storm and featuring Zasu Pitts and Roy Roberts, currently seen TVia CBS, moves to ABChannels starting April 13 as a daytimer across the board, to become a night (prime) timer in the Fall. . . . The EMMY Awards will be televised NBCoast-to-coast May 6 (10:00-11:30 P.M.) with programs eligible that had been beamed from Jan. 2, 1958 to Feb. 28, 1959.

"Miss Frances"

Hit FCC Ruling On Equal Time

Strong protests were lodged here yesterday by two leading executives of broadcasting networks against the action last week of the Federal Communications Commission in applying Section 315 of the Federal Communications Act to regularly scheduled news broadcasts. Previously news broadcasts had been considered free of restraint imposed by Section 315.

In one statement Leonard Goldenson, president of American Broadcasting - Paramount Theatres, Inc., said his company will request reconsideration of the ruling, which acted favorably on the complaint of Lar Daly, candidate for both the Republican and Democratic nominations for mayor of Chicago, that he should be allowed time over a local TV station equal to that given to coverage in regular news broadcasts of Mayor Richard Daley and Congressman Timothy Sheehan, candidates for nomination by the Democratic and Republican parties respectively.

Points to 'Fallacy'

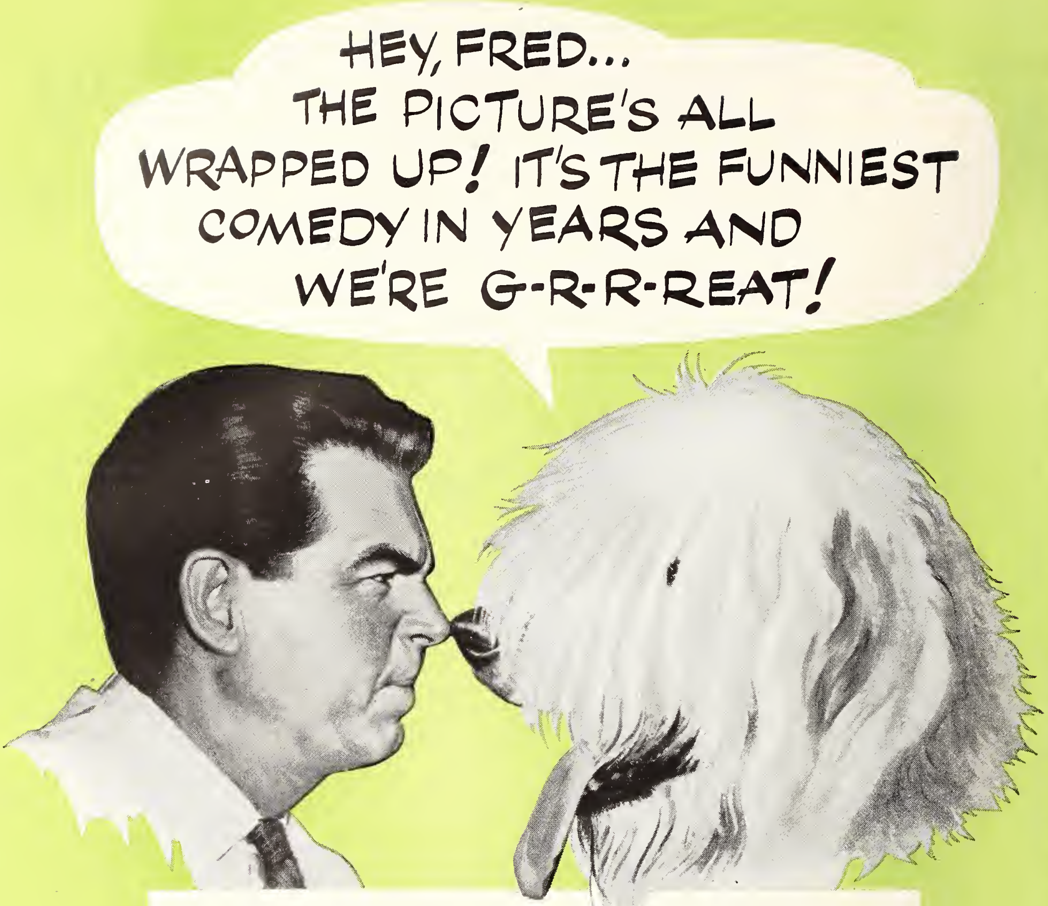
Goldenson said, "The fallacy of this application is obvious when we consider that it would, for example, require equal time grants, when requested, every time a network or individual station reports on a news conference held by a President of the United States, nominated to succeed himself by primary and/or party convention in the election year where the President was televised or his voice was heard."

In another statement Sig Mickelson, CBS vice-president and general manager of CBS News, said his company will take immediate legal action to reverse the FCC decision.

WB Alaskans to ABC

"The Alaskans," an hour-long adventure series about gold rush days in the Klondike, will be produced by Warner Bros. for presentation over the ABC-TV network in September.

THE BANDIT OF ZHOBE
from Columbia!


HEY, FRED...
THE PICTURE'S ALL WRAPPED UP! IT'S THE FUNNIEST COMEDY IN YEARS AND WE'RE G-R-R-REAT!

Walt Disney's

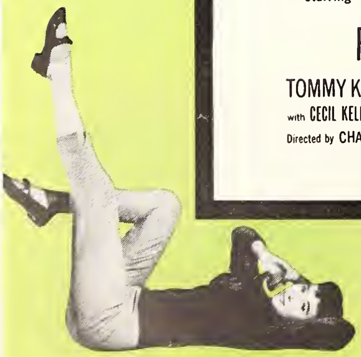
THE SHAGGY DOG

starring

FRED MACMURRAY · JEAN HAGEN

TOMMY KIRK · ANNETTE FUNICELLO · TIM CONSIDINE · KEVIN "MOOCHIE" CORCORAN
with CECIL KELLAWAY · ALEXANDER SCOURBY · ROBERTA SHORE · JAMES WESTERFIELD and JACQUES AUBUCHON
Directed by CHARLES BARTON · Screenplay by BILL WALSH and LILLIE HAYWARD · Associate Producer BILL WALSH

Distributed by Buena Vista FILM DISTRIBUTION CO., Inc.
© WALT DISNEY PRODUCTIONS



BOOK IT *NOW* FOR EASTER!
PHONE **BUENA VISTA** EXCHANGE

(IF A DOG ANSWERS, DON'T HANG UP!)

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 37 NEW YORK, U.S.A., THURSDAY, FEBRUARY 26, 1959 TEN CENTS

TORIAL

A.'s Year

—By Sherwin Kane

ED Artists 40th anniversary
servation was given significant
petus by the two series of sales
gs which brought together
nel from the company's 33
ic branches with home office
ves recently in Los Angeles
iami Beach.

st eight years to the day since
ement of the company was
over by the Arthur B. Krim-
S. Benjamin executive team,
mpany's continuous progress
hout a period of extreme trial
entire industry was impressive-
lighted by the disclosure to
es force that U.A. will invest
n $65 and $70 millions in prod-
1960 release.

e same time, it was estimated
world gross for last year con-
its uninterrupted increase over
riod of the Krim-Benjamin
ment's tenure, reaching an all-
cord for the 40-year old com-
approximately $82 millions.

he heels of the enthusiastic
neetings came announcement
's 26 nominations for six pic-
r 1958 Academy Awards.

development, following upon
r-end U.A. sweep of the New
ilm Critics awards, underlines
nts made to the company's
neetings by distribution chief
J. Heineman and vice-pres-
lax E. Youngstein that U. A.
the exhibitors' "Number One
of quality product." This year's
, they said, includes 29 top
productions out of a total re-
chedule of approximately 40
. With its promotion personnel
d by 25 per cent, U.A. will
nore than $9 millions this year
ertising-publicity-exploitation.

magnificent achievement by
. management team has signi-
far beyond the fact that it
an auspicious record and pro-
ith which to inspire a world-
rganization on its memorable
niversary.

a concrete demonstration of
lity still inherent in the busi-
motion pictures. It is proof
e right mixture of courage,
acumen, showmanship and
fulness still pay off handsome-
s an inspiring example that
must encourage new blood and
ent to enter all phases of the
.

Milder N. Y. State Film-Licensing Bill Backed by Commerce-Industry Unit

Special to THE DAILY

ALBANY, N. Y., Feb. 25.—It became known today that the Commerce and Industry Association of New York (which includes motion picture concerns among its members) is conducting a quiet, persistent campaign for approval of Marchi-Savarese bill.

This measure would amend the education law by increasing the fee which the State Education Department's motion picture division charges for reviewing original films, from $3 to $4 per thousand feet, but would reduce sharply the rate for prints, from $2 per thousand feet to $4 for "each additional entire copy."

The first time this "largest service chamber of commerce in the state"

(*Continued on page* 5)

New Minimum Wage Rates in Effect Mar. 1

New basic minimum wage rates for workers in the amusement and recreation industry become effective March 1, N.Y. State Industrial Commissioner M. P. Catherwood points out. The changes take place under a revised wage order promulgated late last year.

As of March 1, the minimum hourly rate becomes $1 for the industry. On October 1, of this year, it goes to $1.05. The previous hourly minimum was 75 cents.

Certain special rates are set. For the occupations of cashier, cleaner, porter and matrons other than children's matrons in motion picture theatres, the order sets a minimum hourly

(*Continued on page* 4)

Doll Leaves 'Porgy' Publicity Post

Bill Doll, show business publicist, has terminated his assignment as coordinator of publicity for Samuel Goldwyn's "Porgy and Bess." Paul Lazarus, Jr., Columbia vice-president, said the departure of Doll was on "the most amicable terms. No replacement has been decided upon yet.

Columbia, distributor of the Gold-

(*Continued on page* 4)

McCarthy Will Deliver Brief at N. Y. Hearing

One of the hghlights of today's hearing at the Hotel Roosevelt here on four bills affecting theatres will be the delivery of a brief on behalf of the motion picture industry by Charles E. McCarthy of Compo.

The hearing, which is the first of two, is being sponsored by the New

(*Continued on page* 5)

Postpone Action on Md. Censorship Bill

Special to THE DAILY

BALTIMORE, Feb. 25.—Action on Maryland's controversial film censorship bill was postponed today until after next Tuesday's Baltimore city election. The House Judiciary Com-

(*Continued on page* 5)

Zabel, Lippert Announce Expanded Program of Theatre Acquisitions

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 25. — Evidencing complete confidence in the future of the motion picture theatre, Edwin F. Zabel and Robert L. Lippert, Sr., recently elected president and secretary, respectively, by stockholders of Scott Radio Laboratories, Inc., this week revealed plans for the acquisition of theatres and theatre circuits around the country.

Ben Smith, financier, and Martin Stone, former officers of Scott Radio Laboratories, an Illinois corporation, known for its electronic products since 1927, added comments favorable to the future of exhibition. Smith and Stone are stockholders of Scott Radio, which will shortly be renamed Electrovision Corporation.

Lippert stated he is so confident of the future success of 10 theatres recently acquired from the Fanchon & Marco chain, that he would add his own 36 theatres in the immediate future to make it a circuit of 50. This move will represent an investment of

(*Continued on page* 6)

High Court

Tax Ruling Applicable to Films; Belief

Fear Decision Will Bring New Levies By States

A decision this week by the U.S. Supreme Court upholding the right of a state to tax an out-of-state corporation on a portion of its net income calculated to have come from activities within the state, even though exclusively in furtherance of interstate commerce, is certain to affect film distribution, in the opinion of tax counsel for distributors.

The effect of the decision in terms of tax liability to distributors is not known and would be extremely difficult to estimate, even roughly, it was said. The result would depend upon individual state tax laws of the kind

(*Continued on page* 4)

Max Factor Will Buy Mutual Broadcasting

From THE DAILY Bureau

LOS ANGELES, Feb. 25.—Max Factor & Co. has reached an agreement with F. L. Jacobs to take over the Mutual Broadcasting Co., according to Davis Factor, chairman of the cosmetic firm. Factor said he will leave here tonight for New York to sign the papers and expects to make an official announcement on the agreement in a few days.

Agreement was reached with Hal

(*Continued on page* 4)

Dallas Housewife Wins 'Gidget' World Premiere

Mrs. Opal Hairston, Dallas housewife who moved into her small home in a middle class neighborhood there only a week ago, was revealed to be the winner of Columbia Pictures' contest for the world premiere of "Gidget" on "The Price Is Right" NBC television show last night. The premiere will be held in her home on March 17.

The "Premiere Showcase" contest has been in progress on the TV show since Feb. 4. In addition to winning

(*Continued on page* 5)

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, and AL FITTER, Western division manager, are in St. Louis from New York.

•

MILTON SPERLING and DANIEL PETRIE, producer and director, respectively, of Warner Brothers' forthcoming "The Bramble Bush," have returned to Hollywood from New York.

•

MAX COOPER, city manager of the Skouras houses in Glen Cove, L. I., will leave here tomorrow for Florida.

•

SAM RICHMOND, general manager of Sack Theatres, Boston, will leave here on Sunday for the West Coast.

•

MRS. P. J. HENN has given birth to a son in Atlanta. Father operates the Henn circuit in Georgia and the Carolinas.

•

MICHAEL BENTHAL, British film director, returned to London from New York yesterday via B.O.A.C.

•

ROBERT MCKINLEY, assistant manager of Loews' Broad Theatre, Columbus, O., is hospitalized there for minor surgery.

•

ALFRED HITCHCOCK is in Chicago from Hollywood today to address members of the Executives Club.

•

MEL BROWN, exhibitor of Alabama and Georgia, has returned to his Atlanta headquarters from Miami.

•

RAY MCNAMARA, of the Allyn Theatre, Hartford, has returned there from Boston.

•

FRANK MCWEENEY, of the Pine Drive-in Theatre, Waterbury, Conn., has returned there with his family from a vacation in Florida.

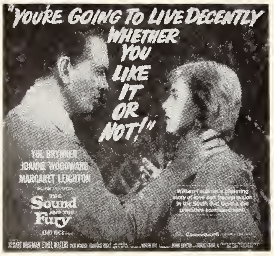
Sues on Cartoons

Charging infringement of 16 cartoon properties, Loew's, Inc., filed suit in New York Federal Court here yesterday against Cinepex, Inc., Cinema-Vue Corp., Joseph P. Smith and Morris Kleinerman. The suit seeks to enjoin the defendants from distributing, leasing or licensing the 16 cartoons, and also asks delivery of prints and payment of damages sustained from the alleged infringement and distribution.

'Stills' That Move

IT has long been a matter of comment in general advertising circles that in motion picture advertising there has been scant resort to capitalizing on the unique pictorial assets of the medium itself. The still picture, wisely selected, and given a sales message treatment offers very special advantages.

This fact is graphically registered in Twentieth Century-Fox's campaign just prepared for the William Faulkner story, "The Sound and the Fury." The campaign is based on a number of dramatic stills mainly treated with heavily lettered dialogue lines. Here there is disclosed an exact sample of the picture in image and in dialogue. The performers in action, what they are doing and saying are highlighted. Altogether the method puts before the eye of the reader the character, flavor and impact of a motion picture in a highly effective manner. — S. K.


"YOU'RE GOING TO LIVE DECENTLY WHETHER YOU LIKE IT OR NOT!"
YUL BRYNNER
JOANNE WOODWARD
MARGARET LEIGHTON
The Sound and the Fury

Report on ACE Made To Iowa Exhibitors

Special to THE DAILY

DES MOINES, Feb. 25. – Twelve inches of snow did not deter over a score of Iowa exhibitors from meeting here Monday to get the latest information on the formation of the American Congress of Exhibitors from Al Myrick, president of Allied of Iowa, Nebraska and South Dakota.

In addition all the exhibitors present agreed to continue to back Compo with their dues.

Daylight Time Discussed

Other business covered briefly included Allied's "White Paper," what can be done if daylight savings time comes up before legislatures, bingo and how it has affected neighboring states, and trade practices.

Students to See 'Anne'

Riverdale Junior High School has purchased tickets for its entire student body to attend a special morning performance of George Stevens' CinemaScope picturization of "The Diary of Anne Frank," March 25, at the RKO Palace Theatre. Attendance is expected to be followed by a school project in which the students will present their thoughts and views of the young girl and her family who lived in an Amsterdam garret during World War II.

Brown Rites Tomorrow

DETROIT, Feb. 25.–Funeral of Harold H. Brown, Jr., president of United Detroit Theatres, who died in Los Angeles on Sunday, will be held here on Friday from the William R. Hamilton Funeral Home. Burial will take place at the White Chapel Memorial Cemetery, Birmingham, Mich.

Seek to Make Cinerama Single Lens System

A research program designed to reduce the Cinerama wide screen process from a three lens to a single lens system will be a major part of Cinerama, Inc.'s recently announced expansion plans, it was learned here. The Prudential Insurance Company of America has agreed to loan Cinerama $12,000,000 for expansion purposes.

Own Circuit Planned

It is further understood that Cinerama officials intend to operate their own chain of theatres, both here and abroad. Negotiations for Cinerama's purchase of Stanley Warner Corp.'s leases for Cinerama theatres are reported to be under way, although not officially confirmed by either company.

At present, there are no new Cinerama features awaiting release or in production, although plans announced earlier this week at the conclusion of the Prudential loan forecast two Cinerama productions annually.

Film Cleaning Machine Announced by S.O.S.

A film cleaning machine for both 35mm and 16mm negative and positive has been announced by the S.O.S. Cinema Supply Corporation, New York. It is used with a cleaning fluid called S.O.S. Lotion, which is said to remove all oil, dirt, grease and pencil marks.

The machine, named the "TEL-Amatic," is completely automatic. A 3000-foot supply reel is fed into a "wet" area, which is sprayed with the cleaner. Then the film passes between "squeegees," and the solvent returns to a storage reservoir. A signal light denotes solution level. The film is dried by passing between two staggered rotating buffers of nylon velvet.

. . . NEWS ROUNDU

Film Firms' Dividends R

Publicly reported cash dividen
motion picture companies in Ja
amounted to $1,788,000, com
with $1,642,000 in January, 19
is reported by the U.S. Depart
of Commerce, which explained th
increase was due to the fact
Chesapeake Industries this Ja
paid some dividend arrears.

■

B'klyn Albee Books 'Tonl

Walt Disney's "Tonka," starrir
Mineo, will open at the RKO
Theatre in Brooklyn on March 4.

■

NCA Eastern Meet Mar.

The National Association of C
sionaires on March 19 will hold it
regional meeting in two years, i
grand ballroom of the Park Sh
Hotel here. Bert Nathan, memb
the NAC Council of Past Presi
will serve as chairman.

■

Columbia Buys 'Return

Columbia Pictures has purcha
new novel, "Return Fare," by
Kolar, and has placed it on the pr
tion schedule for 1960. It is the
of a Czech refugee in French
torial Africa.

■

'Pillow Talk' Has New T

"Any Way the Wind Blows
been chosen as the new title fo
Universal-Arwin CinemaScope pr
tion previously titled "Pillow
Doris Day, Rock Hudson, Tony
dall and Thelma Ritter are starre

■

Festive Bow for 'Capone'

Allied Artists is planning a full
"gala" for the triple world premi
"Al Capone" this evening at
Florida theatres: the Beach an
Olympia in Miami Beach, and
Gables in Coral Gables. Local
dignitaries will attend the fun
which will be highlighted by the
sonal appearance of Fay Spain
leading feminine player in the pi

■

'Go, Johnny, Go,' Deliver

The Hal Roach production,
Johnny, Go!", rock-and-roll pi
starring Alan Freed, Jimmy C
and Sandy Stewart, will be delive
the newly-formed Hal Roach Rele
Corp. on Saturday. It is the s
film delivered to the new compan
first having been "Scavenger."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

TOP COMEDY IN 3 YEARS!

In Film Research Surveys' coverage of sneak Preview the audience voted it the best comedy in 3 years topping "Don't Go Near The Water" and "High Society."

•

M·G·M presents

DEBBIE REYNOLDS
TONY RANDALL
PAUL DOUGLAS
in

"The Mating Game"

Co-Starring FRED CLARK • With UNA MERKEL • Screen Play by WILLIAM ROBERTS
From the Novel "THE DARLING BUDS OF MAY" by H. E. BATES • In CinemaScope And METROCOLOR
Directed by GEORGE MARSHALL • Produced by PHILIP BARRY, Jr. • AN M-G-M PICTURE

Filmed on location in the haystack!

TRADE PRESS URGES: START DATING "MATING"!

"With a memory that goes back to 'Tillie's Punctured Romance,' we still conclude this is one of the funniest ever! Preview audience felt the same. Not since M-G-M's 'Seven Brides For Seven Brothers' such a combination of human appeal and slapstick." —*HOLLYWOOD REPORTER*

"Crackling box-office success." —*M. P. HERALD*

"Figure a combination of 'You Can't Take It With You' and elements of 'Tobacco Road'! Racy as anything seen to date. Box-office!" —*VARIETY*

"Audience responded with jubilation." —*FILM DAILY*

"Sure to be solid box-office! Unconventional but so good humored. Solid entertainment!" —*M. P. DAILY*

"A solid mass market entry. Sure bet to roll up strong grosses everywhere." —*FILM BULLETIN*

"Tips on Bidding: Higher Bracket." —*M. P. EXHIBITOR*

"Box-office tonic. Audience howled throughout." —*BOXOFFICE*

YOU CAN BANK ON M·G·M

Tax Ruling

(*Continued from page* 1)

upheld by the high court which are in existence now, and on complicated estimates of the amount of each distributor's business in such states.

It was pointed out that not all states have such tax laws and that in some of them film distributors have branches or exchanges and already are paying business taxes. The new tax liability would be limited to states having the tax laws in question and in which the distributors do not maintain offices. Those would include, of course, states in which the volume of distributors' business is likely to be the smallest.

Should the tax laws exist in such states, it would be on the basis of adjusted revenue gained by the distributor within the state.

New Legislation a Possibility

Industry officials, however, also expressed the belief that with many state governments known to be in need of additional revenue, and with many types of new taxation under consideration, the high court's new ruling in favor of the states' taxing right could lead to the enactment of new tax legislation on film distribution, even where it might not be possible under existing laws.

In the case ruled on by the high court, Northwestern States Portland Cement Co. of Iowa shipped cement from that state to dealers in Minnesota, where it sold 48 per cent of its product. It maintained only a small sales office in Minnesota, with three employes and two or three salesmen. In 1950, Minnesota levied its tax on Northwestern for the years 1933 to 1948, seeking a total of $102,000, including penalties and interest, under a complicated formula to determine what part of a company's income could be attributed to Minnesota activities.

The Supreme Court upheld Minnesota's right to levy the tax by a 6 to 3 vote.

Minimum Wage

(*Continued from page* 1)

rate of 90 cents until March 1, 1960 when it becomes $1. For ticket-takers and doormen in motion picture theatres, the hourly rate is 85 cents until March 1, 1960 when it, too, becomes $1. For ushers, children's matrons, ramp and check room attendants, other unclassified service staff workers, and messengers in motion picture theatres, the order sets an hourly rate of 75 cents.

The rates in the new order are statewide, with no differentials in regard to size of community.

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All Three
Are Yours At NO
Extra Cost
WHEN
YOU NEED
SPECIAL
TRAILERS
1327
So. Wabash
Chicago 5.
630
Ninth Ave.
New York

People in The News

Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, will join Colorado's **Governor McNichols** and other leading citizens of the state on the special invitational flight to Palm Springs, Cal., for the Palm Springs Desert Circus.

□

John Zomnir, formerly on the sales staff of United Artists in Pittsburgh, has been named branch manager in that city, succeeding **James Hendel,** who has been promoted to Central division manager with headquarters in Pittsburgh.

□

John Sawaya, whose family has operated the Strand Theatre in Trinidad, Colo., for the past 20 years, has purchased the 600-seat Fox Theatre in that community from Fox Intermountain Theatres, thus giving the Sawaya interests all three Trinidad theatres: the Strand, Fox and Peak.

□

Charles W. Saeger, who has been manager of professional motion picture sales for Ansco, has been promoted by that company to the post of manager of federal and contract sales.

□

Charles K. Eagle, for the past 23 years manager of Stanley Warner's Stanley Theatre, Pittsburgh, will retire on Saturday. He and his wife, **Swannie,** will live in her native Kentucky. Succeeding **Eagle** at the Stanley will be **Larry Knee,** a native Pittsburgher, now managing the Colony in Cleveland.

□

Jack Armstrong, circuit owner with headquarters in Bowling Green, Ohio, has added two more drive-in theatres to his group: the Fremont Drive-in, Fremont, O., and the Springmill Drive-in, Mansfield. His circuit now totals 11 indoor and eight outdoor operations.

□

Paul C. Anderson, formerly with Graybar Electric Co. in a sales capacity, has joined the promotion department of Modern Talking Picture Service here.

□

Budd Rogers, producers representative, on Tuesday marked his 35th anniversary in the industry by hosting a luncheon for his friends and associates at Toots Shor's Restaurant.

□

William Flyer, former relief manager of Lockwood and Gordon's Plaza Theatre, Windsor, Conn., has been named manager of the house. He replaces **Reginald Pelletier,** who becomes manager of the L & G Waterford (Conn.) Drive-in Theatre.

□

Herman Gillis is the new manager of the National Theatre, Greensboro, N. C., succeeding **John Batesman,** who goes to the Winston Theatre, in Winston Salem. **Gillis** comes to his new post from the Wilby-Kincey Imperial Theatre in Asheville.

□

George Bronson has leased the Broadway Theatre, Council Bluffs, Ia., from the Cooper Foundation, which closed the house early this month. **Bronson** will reopen the theatre immediately.

□

Dr. Harold D. Russell, Louis M. Minsk and **Cornelius C. Unruh** have been named senior research associates in the Kodak Research Laboratories, Rochester, N. Y. **Dr. Russell** joined Kodak in 1929, Minsk in 1930 and **Unruh** in 1937.

□

George Golitzen, who recently resigned as production manager at Universal-International, has joined Walt Disney Studios as an associate producer.

□

Eddie Joseph, immediate past-president of the Texas Drive-in Theatre Owners Association has been named to serve on the board of the directors of the association.

□

Marvin Josephson, president of Broadcast Management, Inc., has been appointed New York representative of Olympic Productions, producing company owned by **Aubrey Schenck** and **Howard W. Koch.**

□

Rogers Glover, who started at the Balaban & Katz Regal Theatre, Chicago, in 1941, and was transferred to the Tivoli in 1951, has returned to the Regal as manager.

□

Frank Folger, for many years sales representative for Paramount in the Atlanta area, has resigned to enter another field.

□

Rupert Allen has been named a vice-president of the Arthur P. Jacobs Co., advertising agency. He will headquarter at the Beverly Hills office, which he joined three years ago.

□

N. E. Andrews, long active in the Atlanta distribution field, has formed his own buying and booking agency there.

Phila. Square Club Set

PHILADELPHIA, Feb. 25. – The atrical Square Club of Philadelphia, No. 1127, has been organized here to include all affiliated trade and associations in the motion picture and other entertainment fields. Membership is limited to Masons in good standing. David Weinstein, serving as secretary, is in charge of the membership campaign.

MBS to Fact

(*Continued from page* 1

Roach, Jr., president of Sc Corp., and chairman of the F. L. Jacobs, Factor said. Wh clining to disclose terms, Fact his company would own the rac work outright and assume its tions, which are "very heavy cash to be paid in addition "is n ly to be much," he added.

Web Purchased Last Sum

Factor also said his company not be taking any stock in the t tion either in F. L. Jacobs or Scranton Corp., subsidiary holds title to the network. bought the network throu Scranton Corp. last summer amount reported in exce $2,000,000.

Trading in the stock of F. L. was suspended recently wh SEC charged Alexander L. G then president, with failure financial statements. Hal Roa took over as chairman of the tion. Jacobs acquired Roach studios last May in action that permit Roach to expand its en ment activities. This was f shortly thereafter by acquisi the network.

First Entertainment Ven

Acquisition of MBS will r Factor's first venture outside t metics business, but the comp been eager to proceed with a cation program.

Five New Key City Bookings for 'Life

Universal's "Imitation of which will have its world in Chicago on March 17 at the velt Theatre, has been set for fi tional key city openings for th er season.

The picture is scheduled to the Golden Gate Theatre in Sa cisco, Mar. 20; at the Miam and Miracle Theatres in Miam the Manor Theatre in Char Mar. 26; at the Hippodrome i land, Mar. 27, and at the Ma Baltimore, Mar. 28.

All the openings provide tended run engagements.

Doll Leaves

(*Continued from page* 1

wyn picture, is planning a Ju premiere at a Broadway theat

Doll, who handled the cam the late Mike Todd's "Aro World in 80 Days," took over lumbia-Goldwyn post last f Maurice Bergman, former adv publicity director of Univer relinquished it.

Dual Bow for 'Do

Walt Disney's live-action fantasy, "The Shaggy Dog," w a dual engagement at the O Trans-Lux 52nd Street Thea March 19.

EW:

men from Laredo

bia

western drama has action that and furious and bright Colum- olor scenery to counterbalance ne screenplay by Clark E. Rey- and a cast lacking in familiar

hero herein is rancher Robert , whose wife, Jean Moorhead, in a gun battle with saloon Clarence Straight and his two s, Walter Coy and Jerry Bar- attempting to take revenge on o, Knapp guns down one of t's men in self-defence, and is y convicted of murder.

eager than ever for vengeance, breaks out of prison and heads Straight's direction, along the nning into Indian maiden Jana who has been kidnapped by an warrior. He rescues Miss Davi r captor in a fight which results atter's death, and soon after the pache's fellow warriors are hot uit of the new duo.

nd storm temporarily separates and Miss Davi from their pur- out they are soon re-matched napp is captured by sheriff Paul At this point, the Indians re- on the scene and demand life in return for their dead an's. This ends up in a duel e Indian chief, whom Knapp hus scattering the remaining . By this time, Knapp has won riff's sympathy, and is allowed out alone after Straight and his , who are held to be a local e anyway. Things work out as d, and Knapp is free to start ife with Miss Davi.

ced and directed by Wallace ald, "Gunmen from Laredo" o surprises, but should keep audiences entertained out its relatively short footage. time, 67 minutes. General ation. Release, in March.

WARREN G. HARRIS

ers and Universal Cleveland Offices

Special to THE DAILY

VELAND, Feb. 25.—March 1 il 1 will be moving days for jor exchanges. On the earlier Warner exchange leaves the Bldg. where it has been locat- 1930 and returns to the Film 108 Payne Avenue. On April niversal branch departs from Payne Avenue location and upy space next door to the branch in the Film Bldg.

ty' *Hit Here*

Disney's "Sleeping Beauty" nirama-70 hit a big opening gross of $59,862 at the Cri- heatre here, it was announced les B. Moss, president of the corporation. Pacing the gross new house record of $15,900 l on Saturday, and a new mati- k of $10,000 set on Washing- Birthday despite inclement

Milder N. Y. Film-Licensing Bill Backed

(*Continued from page 1*)

has actively supported the licensing fees measure (initially introduced in 1955), it has filed statements and held conferences with budget director T. Norman Hurd and his staff.

The Commerce Association has likewise circularized a memorandum to education committee members in both houses. It hopes to have the bill "moved" after budget legislation is adopted.

In a letter to Hurd last December, executive vice-president Thomas Jefferson Miley wrote "it was most gratifying to note the emphasis placed by Governor Rockefeller on improving our business climate, to attract and keep business healthy in our state."

Pleads for Film Industry

Miley continued, "One segment of a national business in recognized dire financial straits, truly a sick industry, having its home management offices centered in New York State, is that of motion picture distribution. It is ironic that in New York, home of these firms, there exists the only instance in the entire nation of a censorship tax which exceeds the cost of operation of the motion picture review board, exceeds that cost more than three times over."

"Ostensibly there is no tax, only a license fee," Miley continued, "but year after year the spread between the censorship board's 'take' and its cost of operation is fantastically large. Last year, operation cost approximated $125,000 according to our best information, while the revenues exceeded $450,000. This is a back-breaking load for an industry in drastic financial condition, and the burden is not lightened by the injustice of the heavy fee imposed for distributing every duplicate print of a film which was already reviewed and approved in the original."

Miley added that in 1957 he served with Francis W. H. Adams and David Dubinsky on a committee appointed by Mayor Wagner of New York to survey conditions in motion picture exhibition in that city.

Following its report, said Miley, "the city completely revised downward its movie admission tax rates, recognizing the industry as a sick one."

Copy of Report Included

Miley enclosed, for Hurd's information, a copy of this report, also, a memorandum from the Motion Picture Association of America "regarding the overall situation in which its members find themselves."

Miley's letter continued that in 1956 and 1957, the legislature "on a wholly non-partisan basis," passed a bill changing the film licensing fees.

At the new rate, this would bring "an estimated revenue of approximately $200,000—more than enough to run the motion picture division with a substantial cushion. Averell Harriman, then governor, vetoed both measures, solely on the grounds of revenue loss."

"While state revenues are vital," declared Miley, "it appears such a view completely disregards the justice of the matter, the industry's desperate situation, and the long-range objective of encouraging business to stay and develop in New York State."

Miley "strongly urged" that in preparation of the governor's budget "careful consideration be given to opportunities for revising statutory fees levied by the motion picture division."

Rockefeller Estimate $400,000

Governor Rockefeller's recent budget message estimated the film tax would yield $400,000 during the fiscal year ending Mar. 31, and estimated a similar figure for 1959-60.

To meet the objection that fee changes would upset the budget, the Marchi-Savarese bill, at the Commerce Association's suggestion, had its effective date delayed to Apr. 1, 1960. This coincides with the start of a new fiscal year.

On Jan. 28, the Commerce Association wrote Hurd a letter "supplementing" Miley's and "the conference we had with members of your staff early this month." Enactment of the bill "would go a long way toward removal of this unfavorable economic climate now faced in New York State by this sick industry," adding that it would also help at the exhibitor level, where "a large number are able to stay in business only through saturation bookings," it was pointed out.

Action Termed Unwarranted

"The most substantial deterrent to saturation booking is the highly unwarranted censorship on each print," the association declared.

The letter mentioned that the Adams report, submitted with the first communication, stated, "The greatest sufferers in the hard-pressed motion picture industry, at the exhibitor level, are all four-wall theatres in smaller communities and those showing subsequent run pictures in larger communities. It also has been demonstrated that when these marginal theatres go out of business a drastic, depressing economic effect is clamped on the entire surrounding area."

Figures Submitted

The independent distributor "operating wholly within the state feels the thrust of the censorship fee with ever greater force than the major firms who can take their prints elsewhere," the Commerce Association said, adding that independents feel it "more and more difficult" to remain in business in New York. License fee figures for prints on multiple bookings were cited here.

The adverse effect of present scales on major distributors also was reported.

MPAA Quoted

The memorandum listed startling figures on the declines in domestic revenue of MPAA member companies, gross income from distribution in New York State, and national weekly picture-theatre attendance.

Postpone Action

(*Continued from page 1*)

mittee has now tentatively set Wednesday, the day after election, for consideration of the proposed legislation which would bar patrons under 18 from certain movies.

Political Overtones Feared

Opponents have expressed the view here that the measure could become entangled in the city's election. They prefer to have the censorship bill debated on its merits rather than upon political timeliness.

McCarthy Set

(*Continued from page 1*)

York joint legislative committee to study the publication and dissemination of offensive and obscene material. Four bills sponsored by the committee provide for licensing of New York theatres, to classify films as to audience suitability and to regulate film advertising.

Twelve Listed to Appear

A complete listing of witnesses to be heard at the first session was released yesterday. It includes the following: Harry Brandt, Independent Theatre Owners Ass'n.; Professor Paul Tappan, professor of sociology and lecturer in law at New York University: Sidney Schreiber, Margaret Twyman and Gordon White, Motion Picture Ass'n.; D. John Phillips, Metropolitan Motion Picture Theatres Ass'n.

Also, Mrs. Jesse Bader, Protestant Film Council; Mrs. Dean Gray Edwards, General Federation of Women's Clubs; Steve D'Inzillo, east coast council, motion picture studio unions; and Walter Diehl, IATSE.

Representing Theatre Owners of America will be Gerald Shea, Jamestown Amusement Co., and Seymour Morris, Schine circuit.

Dallas Housewife

(*Continued from page 1*)

a Hollywood-type premiere of the picture in her home, Mrs. Hairston also won an automobile, mink coat, diamond bracelet and other valuable prizes by guessing their retail value. Millions entered the contest.

The largest room in Mrs. Hairston's new home in Dallas where the premiere will take place, measures 9 x 12. Projection engineers now are trying to figure where they'll put the CinemaScope screen.

'Tables' Does $38,900

"Separate Tables," United Artists' film, which won seven Academy Award nominations, climbed to a huge tenth week gross of $38,900 at the Astor and Normandie Theatres here. The Hecht-Hill-Lancaster production begins its 11th week at these showcases today.

National Pre-Selling

"He Who Must Die," that extraordinary film breaking box office records at the Beekman Theatre in New York, is reviewed in the March issue of "Seventeen." It is a gripping drama which explores the shattering events that occur when the peasants of a tiny Greek village under Turkish rule receive permission to put on a traditional performance of the "Passion of Jesus." It is a Kassler film distributed by Film Representatives.

•

"Black Orchid" made a favorable impression on "Life's" editors, according to the Feb. 23 issue. They see this Paramount film as a loving and sentimental attempt to capture the warmth of Italo-American life, a movie that walks in the steps of "Marty" and "Rose Tattoo." It is a story of an Italian girl, played by Sophia Loren, who comes to the U.S. and hungers so greedily for the glittering things that her husband is driven first to a gangster's life and then to a gangster death. When later she falls humbly in love with an ordinary Italian business man played by Anthony Quinn, his daughter, jealous of her place in her father's life, fights her.

•

A penetrating article on Joanne Woodward and Paul Newman, written by Kirtley Baskette, appears in the February issue of "Redbook." The article traces the lives of these two talented performers from their early childhood, to their latest film, "Rally 'Round the Flag Boys."

•

The editor of "Photoplay," in the March issue has selected five new films on which to bestow the rating of excellence. They are "The Journey," "Auntie Mame," "The Doctor's Dilemma," "Nine Lives," and "He Who Must Die."

•

"The Mating Call," the comedy of a man who never remembered to file an income tax form, and his vivacious daughter played by Debbie Reynolds, is advertised on the table of contents page of "Look's" Feb. 13 issue.

•

"Never Steal Anything Small," reports the motion picture editor of "Argosy" in the March issue, was especially written for the screen from a Maxwell Anderson play, and should find a place next to such screen greats as "Oklahoma" and "Carousel."

•

"That Jane from Maine" received an upbeat review in the March issue of "Good Housekeeping." It is the story of a bouncing young widow whose first sale in her new lobster business gets off to a bad start. Due to negligence on the part of railroad officials, her first order of lobsters is delivered thoroughly dead. Doris Day plays the widow, Ernie Kovacs the railroad official and Jack Lemmon the lawyer.

Walter Haas

Claims New Bill for Ohio Board Not Censorship 'In Usual Sense'

Special to THE DAILY

COLUMBUS, O., Feb. 25.—"Objectionable" motion pictures "won't even be presented for examination" in Ohio if his censorship bill is approved, Sen. Robert Shaw, Republican, Columbus, predicted at the initial hearing before the Senate Judiciary Committee.

His bill, which he maintains is not censorship in the usually-accepted sense, would set up a board of five to examine films for "obscenity." Indicating that he is unsure about its constitutional grounds, Sen. Shaw told the committee, "Get the bill passed and then see if it is constitutional." Presumably he was referring to a court test.

No 'Bluenose,' He Says

Shaw, who declared he is not a "bluenose," said the bill would benefit children, particularly those whose parents are lax in discipline. "I don't see how the film industry can complain about this bill," said Shaw, "It's most fair."

Rev. A. W. Wright, pastor of the First Presbyterian Church, Columbus, supported the bill, saying "movies are getting worse" and "the film industry should clean house." He said "obscene" films are opposed to "christian conscience" and quoted a Columbus projectionist who said "the only time we do business is when we have a 'whore' picture." He said the state has the duty to "prejudge what films children may see."

Hearing on March 3

Mrs. L. N. McConnell, of the Ohio Child Conservation League, said a survey of 284 individuals in 48 Ohio cities revealed that 110 found objectionable scenes in current films, while 174 persons reported they found no objectionable scenes. Sen. Eugene Sawicki, Democrat, Shaker Heights, committee chairman, said proponents of the O'Shaughnessy-Lynch bill, which sets up "adult" and "family" classifications of films, would be heard at 7:30 P.M. Tuesday, March 3.

British Choose 2 for Argentine Festival

From THE DAILY Bureau

LONDON, Feb. 23 (By Air Mail)—The British Film Producers' Association has nominated Rank's "A Night To Remember" and Associated British's "I Was Monty's Double" as the official British entries at the Mar Del Plata Festival, Argentina. Regulations have been approved by the International Federation of Film Producers Association.

B-L Film Invited

British Lion's "Orders to Kill" has been invited under a regulation which allows this procedure in respect of films held to possess "exceptional qualities."

'Oscar' Show List Grows

HOLLYWOOD, Feb. 25.—The impressive array of top talent scheduled to appear on the annual "Oscar" show of the Academy of Motion Picture Arts and Sciences, April 6, has more than passed the 50 mark with the addition of Ingrid Bergman and Charlton Heston, Jerry Wald, producer, announced today. Some of the biggest names in show business are being woven into the 105-minute extravaganza to be presented at Hollywood's RKO-Pantages Theatre and broadcast by the combined NBC radio and television networks.

Jay T. Reed Dies

SAN DIEGO, Cal., Feb. 25.—Jay T. Reed, 72, one-time president of the Academy of Motion Picture Arts and Sciences, who retired in 1940 following long association in production with Douglas Fairbanks, United Artists, Paramount and Columbia Pictures, died here late last week.

Reed entered the industry in Hollywood in 1918.

AIP to Hold Meeting In Las Vegas April 5-6

From THE DAILY Bureau

HOLLYWOOD, Feb. 25.—American International Pictures will hold its first international convention in Las Vegas April 5 and 6, following the Variety Club convention to be held there, it is announced by James H. Nicholson and Samuel Z. Arkoff.

Nat Cohen of Anglo Amalgamated Film Distributors, which distributes AIP product in England and the United Kingdom; Jerry Solway of Canada, Henry Sandberg of Scandinavia and representatives from Australia, France, Germany, Italy and South America will attend, in addition to a full complement of United States branch managers.

Nicholson and Arkoff will leave here tomorrow to show the first print of "Road Racers" to circuit officials and independent exhibitors.

Sam Goldstone Dies

Funeral services have been held here for Sam Goldstone, of Famous Pictures Film Exchange, who died on Sunday. He is survived by his wife, Rosine; a son, Lawrence, and a brother, Harry.

Reopens Conn. House

NEW BRITAIN, Conn., Feb. 25.—Edmund Liszka, of West Hartford, has reopened the long-shuttered Music Box Theatre here, on lease from the Falcon's Nest, local fraternal order. He has renamed the 1,000-seat house the Falcon.

'Fury' Here March 13

Jerry Wald's production of William Faulkner's novel, "The Sound and the Fury," will begin its New York engagement March 13, at the Paramount Theatre.

Zabel, Lipp

(Continued from page 1

$6,000,000 by Scott Radio, wh
fers the new program of dive
tion a tax shelter from $800,0
million dollars for the next thre

Scott Radio, or Electrovisio
will henceforth be know
divorced itself from the manu
of radios and radio equipment
ter a diversification program
quiring theatres and expansion
electronic field.

The theatre properties w
now controls in itself repre
diversification into real estate.

The Bank of America, rep
will act as stock transfer ag
Scott Radio. The number o
shares outstanding are 1,956,
the hands of approximately
stockholders. There are 3,
shares authorized.

Elected to Scott Board

Zabel and Lippert were also
to the board of directors of S
gether with J. H. MacIntyre,
picture and television producer
Fowler, motion picture thea
ecutive; and Sanford I. Druck
president and director of B
Walter & Hurry, Inc.

Zabel has been associated
motion picture industry for 3
He began as an usher at th
chester Theatre, Los Angeles
is now among those theatres
his supervision. From 1926 t
he worked with National T
rising to the position of vice-p
and general manager with sup
over 660 theatres. Since 1956,
been an independent prod
motion pictures. The executi
has interests in real estate
groves, a cattle ranch and an
ment park.

Lippert a Drive-in Pione

Lippert has been active in
tion picture industry for 32 y
is president of Lippert Pictur
a pioneer in the drive-in
business and owner of a
theatres in the Western U.S.
a director of the Houston-
Corp. and other companies
presently a director of M
Precision Industries, Inc.

Claude Caver Dea

DALLAS, Feb. 25.—Funer
ices have been held for Claud
ver, 73, veteran of 43 years a
hibitor, most recently with P
Theatres here, who died Thu
his home.

Carver came to Dallas 3
ago, opening the old Trinity T
Oak Cliff and, later, the Rita
in East Dallas.

'Heaven' Bow Set

Franz Werfel's "Embezzle
en" will have its American
in Boston, opening at the
Theatre on Monday, March
film is being released by
Rochemont Associates. It
duced by Rhombus Produc
Vienna and Rome.

All
 News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 38 NEW YORK, U.S.A., FRIDAY, FEBRUARY 27, 1959 TEN CENTS

earing Here

N. Y. Bills 'Illegal', onstrosity'

try Spokesmen Attack Censorship Measures

WARREN G. HARRIS
nd VINCENT CANBY

sed legislation providing for nsing of New York theatres, sification of films as to audi- tability and the regulation of ng was attacked as "illegal," trosity," "stupid," and "based " by members of the motion industry at an all-day hear- he bills here yesterday.

ge turnout of witnesses and d spectators forced the hear- ich was held at the Roosevelt o be moved from a small con- room to a much larger area after a luncheon break. The was called by the New York int Legislative Committee to

(Continued on page 4)

Board Meeting Heavy Agenda

rom THE DAILY Bureau

HINGTON, Feb. 26. — More directors and executive com- en of the Theatre Owners of will convene at 2 P.M. Sun- a three-day session at the ver Hotel here. Included on agenda are ACE, Department ce, toll-TV, Army-Navy pre- film company stock purchas- ojectionist training, extended

(Continued on page 5)

Will Receive l Chamber Award

Motion Picture Association has lected to receive the sixth an- nner award of the American- hamber of Commerce and In- it was announced by Nathan III, president of the Chamber. ficials and motion picture stars nting the film industry are ex- to attend the Chamber's an- nner, which will take place on at the Biltmore Hotel here.

Second Public Hearing Likely, Says Younglove

Joseph R. Younglove, chairman of the N. Y. State Committee which conducted hearings on proposed film censorship legislation here yesterday, said that another public meeting will be held pending the committee's investigation of yesterday's testimony.

When asked to pinpoint the date of this next meeting, Younglove was noncommital, stating "I don't think anyone's too anxious for it, do you?"

Approve Transfer of NTA Stations to NT

From THE DAILY Bureau

WASHINGTON, Feb. 26.—The Federal Communications Commission conditionally approved the transfer of National Telefilm Associates' radio and TV stations in Newark and Minneapolis to National Theatres, Inc.

This is another essential step in the acquisition of NTA by National Theatres.

Involved are KMSP, Channel 9, in Minneapolis; WNTA-TV, Channel 13, in Newark; and WNTA-AM and FM in Newark. National Theatres already owns WDAF and WDAF-TV in Kansas City, acquired recently from the Kansas City Star.

In approving the transfer of con-

(Continued on page 2)

Elect New Board of 15

New Era for Loew's Looms; Amity Ahead

Dissension Eliminated as Vogel Reports Upturn on All Fronts

More than two years of dissension on the board of directors of Loew's, Inc., and contesting for control of the company came to a halt at the annual meeting of the company's stockholders here yesterday with the election of 15 management - endorsed directors by more than four million shares.

Joseph R. Vogel

The new board replaces one of 19 members, which until recently included three dissidents, one of whom, Joseph Tomlinson, elected himself to the board a year ago through cumulative voting and prior to that had waged an unsuccess-

(Continued on page 3)

'Creators, Not Stars Make Successes'—Wyler

By JAMES D. IVERS

Financiers, studio heads and exhibitors make a serious mistake when they assume that a star name is a guarantee of the success of a picture, William Wyler said here yesterday. The director of MGM's $15,000,000 spectacular "Ben Hur" is on his way from Rome, where he spent eleven months shooting the picture, to Hollywood where he will complete the editing and scoring.

He observed facetiously that he had "found a new way to travel—by boat from Rome and by train to Hollywood." He needed the time, he said, to relax and catch up on his

(Continued on page 2)

REVIEW:

The Sound and the Fury

Wald—20th-Fox—CinemaScope

ONCE AGAIN producer Jerry Wald has gone to a novel by William Faulkner for inspiration for a sizzling dramatic film. Like last year's successful "The Long, Hot Summer," (adapted from Faulkner's "The Hamlet"), "The Sound and the Fury" is a strong tale of tensions in a modern-day Southern household that erupt under the strain of crisis. Like the previous film, too, this new one keeps the audience gripped by what is happening and anxious to find out how things will be resolved.

A whole gallery of intriguing people comes alive in the process, thanks to the emphasis on characterization in the script of Irving Ravetch and Harriet Frank, Jr. and the direction of Martin Ritt. All these talents assisted Wald in making "The Long, Hot Summer," and they have worked the same kind of magic here equally well.

One of the stars of "The Sound and the Fury," Joanne Woodward, was in the earlier picture, and she appears this time with Yul Brynner, one of the top marquee draws of today. Others in a cast of high-powered

(Continued on page 5)

All Officers of Loew's Are Re-Elected

All officers of Loew's, headed by Joseph R. Vogel, president, and George L. Killion, chairman, were reelected by the company's new board of 15 members following the annual meeting of stockholders yesterday.

Other officers are Sol Siegel, Rob-

(Continued on page 3)

Nine 'U' Directors Up For Re-Election at Meet

Election of nine directors will be the principal business before stockholders of Universal Pictures at the annual meeting March 11 at company offices here.

The nine directors will hold office until the annual meeting in 1960. Nominees are N. J. Blumberg, Preston Davie, Albert A. Garthwaite, John J. O'Connor, Milton R. Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance. All nominees are presently on the board.

PERSONAL MENTION

HERBERT L. GOLDEN, United Artists vice-president in charge of operations and president of United Artists Television, left New York yesterday for Hollywood.

•

LUIGI LURASCHI, head of the international department at the Paramount studios, will return to New York on Sunday from Africa by way of Paris.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Phoenix, Ariz., from New York.

•

CARLO PONTI, producer, will return to New York today from Hollywood, and will leave here tomorrow for Paris.

•

FREDRIC MARCH and his wife, FLORENCE ELDRIDGE, will leave here tomorrow for Jamaica, B.W.I., via B.O.A.C.

•

GEORGE LYNCH, film buyer for the Schine Circuit, will leave Gloversville, N. Y., at the weekend for Miami Beach.

•

HAROLD HECHT, producer, has returned to New York from Europe.

•

JOSEPH HAZEN, partner of producer HAL WALLIS, returned to New York yesterday from Hollywood.

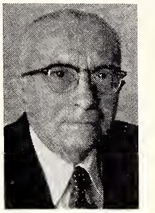
WGA Pay Demand OK'd

HOLLYWOOD, Feb. 26. – Membership of screen branch of the Writers Guild of America, West, has unanimously approved the new contract demands to be made on the major and independent producers in negotiations expected to start next month. May 15 is the expiration date of the old contract.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS Custom Produced by the hand of experience! NATIONAL SCREEN SERVICE TOPS IN TRAILERS

Announcement

Ray Gallagher, advertising director of Quigley Publications, has been appointed to the office of vice-president of Quigley Publishing Company, Inc. Gallagher, who had been advertising manager of Motion Picture Herald, was named advertising director of Quigley Publications in September, 1956. He has long been widely known and highly regarded in the motion picture trade publication field.



Ray Gallagher

Prior to entering film journalism he was experienced in film distribution, including branch management.

'Creators' Lauded

(*Continued from page* 1)

reading after concentrating on the production for so long.

"People don't go to see stars, they go to see pictures. That is proven by the fact that certain pictures are successful, while others, with the same names, are failures," Wyler declared.

"The men who back production, Wall Street people, bankers and studio heads, are being ridiculous when they accept the fact of a star name or a star's choice of a story instead of paying attention to the picture-makers, who have far more to do with the success or failure of a picture," he continued. The picture-makers he defined as the creative element—the writer, director, producer, or the man who combines all three talents. The reputation of these people as creative artists, he declared, should be the guide post by which a financial investment in production should be made.

The salaries and shares of the profits often given today to stars on the strength of their names alone are unreasonable and harmful to the industry, he said, commenting wryly, "They'll love me in Hollywood for this."

The veteran director criticized exhibitors for helping to extend the folly by insisting on buying pictures only on the basis of the cast names.

"Ben Hur," now estimated at a final cost of nearly $15,000,000 would have cost half as much again if made entirely in Hollywood, Wyler said. He praised the technical excellence of the facilities in Italy generally and at the Cinecitta studio where the picture was made.

His prediction for the success of the picture was, "I expect to retire on a very good annuity from it."

Orders for 'Anne Frank' Seats Come from Abroad

Mail orders have been received by the RKO Palace Theatre here from Tokyo, Paris, London and Madrid in response to the initial ad on George Stevens' "The Diary of Anne Frank."

A special arrangement, whereby European and Oriental visitors to New York could purchase seats for the "Anne Frank" Palace engagement was set up to allow for the restrictions on currency leaving foreign countries. Since orders for the Palace are only acceptable when purchased in dollars, the Palace specified that purchasers responding to the ads in the New York Times International edition and the Paris Herald Tribune could reserve seats which would be held for them up until five days prior to the performance requested.

The responses to the ad have come from persons in the Orient and in Europe who plan to visit the United States during the peak tourist months of May and June. Theatre officials noted that it was quite an ordinary practice for foreign visitors to send mail orders for legitimate theatre attractions, but that no such advance reaction had ever been accorded a motion picture opening.

Approve Transfer

(*Continued from page* 1)

trol, the FCC laid down two conditions. First, it said, the transfer was contingent on the outcome of the pending government anti-trust suit against NTA and other television film distributors. Presumably, a court decision against the distributors could lead the FCC to reexamine the licenses of any companies involved.

Secondly, it said, the approval was conditioned on whatever action the Commission itself might take on its pending network study. This could conceivably lead to tight individual ownership limits on TV stations.

Commissioner Bartley dissented from the FCC approval.

Equip 60 for Emergo

Over 60 theatres in the New York metropolitan area are being equipped for the new "Emergo" process being used in conjunction with Allied Artists' "House on Haunted Hill." The picture will open at the neighborhood theatres, including those in the RKO, Skouras, Century, Randforce and Triangle circuits on Wednesday, March 11. Co-feature will be AA's "Legion of the Doomed."

Farnol to New Quarters

Moving operations having been then completed, the Lynn Farnol Group on Monday will be functioning at its new offices in the Associated Press Building, 50 Rockefeller Plaza.

Pappas Is Appointe

Thomas A. Pappas (right), elected member of the 20th C Fox board of directors, has named by president Spyros P. ras to the executive committee board. The committee, a group comprised of members board, functions when the b not in session. Other members committee are Skouras, V Michel, B. Earl Puckett, Lehman, Robert Clarkson and Chester.

AB-PT Buys Interes Australian TV Stati

American Broadcasting-Par Theatres has purchased a mino terest in The News Limited c tralia, principal owner of tel station NWS in Adelaide, it w nounced jointly yesterday by L H. Goldenson, AB-PT preside K. R. Murdoch, publisher c News Limited.

The News Limited is the company for several subsidia the newspaper and magazine p ing and radio broadcasting fi well as television. NWS-TV, l last October, will go on the this year.

'Green' Next at Ha

M-G-M's "Green Mansions, ring Audrey Hepburn and A Perkins, has been selected Easter film attraction at Rad Music Hall, Russell V. Do president of the theatre, ann yesterday.

The picture will open follow current film, "The Journey."

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
DEBORAH KERR · YUL BRYN
in ANATOLE LITVAK'S Productio
"THE JOURNEY"
From M-G-M in METROCOLOR
and GALA NEW STAGE SPECTACL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clut ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

ew's Studying pansion: Vogel

w's, Inc., is actively studying ways" of increasing the "scale ze" of the company, and has nany conversations on the sub- oseph R. Vogel, president, said lay in reply to a question put by a stockholder at the com- annual meeting.

stockholder wanted to know ideration is being given by the to acquisitions of other com- or mergers. Vogel, replying in firmative, noted that directors o build up the company's cash

Queried on Ad Budget

her stockholder wanted to vhat Loew's advertising-promo- xpenses were by comparison ecent years. Robert O'Brien, er, replied that the budget for ncluding salaries, was $5,292,- against $6,317,000 for 1957. ear it is $4,800,000, of which $600,000 is for salaries, art etc.

ying to another question, Vo- d Continental Oil of Cali- does not have drilling rights oil on the Culver City studio y, but added a deal is ex- to be closed in about three

ering another stockholder, he illiam Wyler will receive "a ercentage" of "Ben Hur" earn- t the remainder is the com-

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ers Reelected

Continued from page 1)

rien, Benjamin Melniker, Ben- Thau, E. J. Mannix, Joseph vice-presidents; Joseph Mac- retary; Irving Greenfield, as- secretary; William Harrison, ller and assistant treasurer; ittenberg, assistant secretary; chadler and Jason Rabinovitz, treasurers.

min Thau, vice-president, had contract as administrative as- approved by the board. He tinue to work in close asso- with Sol Siegel, production

ldition, all members of the 's executive committee were d.

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et' Theatre Bow Goes to Dallas

Special to THE DAILY

AS, Feb. 26. — Following ouncement that Mrs. Opal of this city has won the na- ontest placing the world pre- Columbia Pictures' "Gidget" ome on March 17, Interstate asked for the first theatre of the CinemaScope feature ed it for the Palace Theatre March 19.

day's Dallas Morning News victory of the Dallas woman ge news, with picture.

New Era for Loew's Looms; Amity Ahead

(*Continued from page 1*)

ful proxy contest to seize control of the board. Liquidation of Loew's-MGM was widely regarded throughout the industry as one of the goals of Tomlinson and his supporters.

Election of the new board promises a normal basis for operation of the company which will be separated from Loew's Theatres formally on March 12.

Joseph R. Vogel, president, told the stockholders again that all departments of the company are now operating on a profitable basis and that consolidated net earnings for the first six months of the current fiscal year which will end on March 12 will be in excess of $5,000,000, or about $1 per share, compared with 10 cents per share for the corresponding period a year ago. Prospects for the remainder of this fiscal year indicate it will be the best in the past 10 years for the company.

Points to Academy Awards

He noted with pride the company's 24 nominations for seven pictures for 1958 Academy Awards, emphasizing that it comes at a time when the company's production operations have been returned to the black after a period of heavy losses.

Vogel told the meeting that although at a cost of nearly $15 millions, which is about $1 million over budget, "Ben Hur" will prove a valuable long term investment which will be reflected in company earnings for many years to come. He cited Paramount's experience to date with "The Ten Commandments," which he said has grossed about $50 millions and will continue to produce earnings for a long time. "Ben Hur," which he said will have its premiere late this year, will do "at least as well."

It was patently a far different story than Loew's stockholders heard at their turbulent annual meeting a year ago and it evoked repeated praise of Vogel, the board and management from stockholders present at yesterday's meeting, which lasted about two and one-half hours and was attended by several hundred shareholders who occupied most of the orchestra in Loew's 72d Street Theatre where the meeting was held.

Modest Regarding 'Accolades'

The compliments to management became so numerous that Vogel several times reminded the shareholders that he and other company officers were there to answer questions, not to listen to compliments. At one point before recognizing a speaker, Vogel asked if it was his intention to give management "another accolade" or to seek information, adding that if it was the former he would prefer to save time by not hearing it.

The strong turnout was surprising in view of the fact that the stockholders had attended a special meeting at the same place on Tuesday at which they voted overwhelmingly for management's proposal to end the cumulative voting system in the election of company directors as a means of avoiding further strife and distraction on the board and within the company.

Voting yesterday on the straight ballot method, the shareholders elected the following to the board: Ellsworth C. Alvord, Omar N. Bradley, Bennett Cerf, Nathan Cummings, Ira Guilden, George L. Killion, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John I. Snyder, Jr., John L. Sullivan and Vogel.

Two Gilberts Heard

Expressions of criticism and opposition were dominated by Mrs. Wilma Soss, president of the Association of Women Shareholders, and John Gilbert, professional stockholder, who with a brother, Louis, reportedly attends more than 200 company stockholder meetings annually. Both proposed adjournment of yesterday's meeting at the outset, on the grounds that the proxy statement had provided stockholders with incomplete information on several of the directors. They singled out Nathan Cummings, largest individual stockholder in Loew's, because three years ago as head of United Dye and Chemical, he had sold control of Bon Ami to Alexander Guterma, currently facing S.E.C. charges.

Mrs. Soss charged that Cummings is "interested in capital gains, not dividends," and insisted on knowing whether he intended to retain his Loew's holdings or dispose of them.

Vogel, who said he had requested Cummings, in the interest of time-saving, not to speak at the meeting, said he had asked Cummings and had been told he has no intention at this time of selling. Vogel added that, if two years or so from now Cummings for any reason disapproved of the company's policies, management or prospects, he might sell his stock, "as any other stockholder might."

Mrs. Soss and Gilbert refused to be placated over Cummings' silence and insisted they wanted the "record to show that he refused to answer their questions."

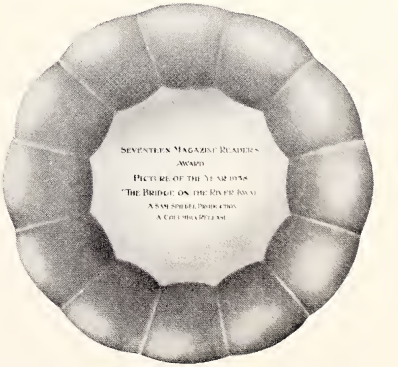
Cummings Answers

Cummings eventually went to a microphone and said, "I have great confidence in this company and its management. This is a great team. Please, let them run their business. Don't interfere with them."

Another stockholder arose to criticize Mrs. Soss and Gilbert as "two people who have been dominating this meeting and thereby preventing constructive shareholders from taking the floor to elicit useful information." He said their manner of "insulting those who have done such a magnificent job for this company" reminded him of the way Communist minorities

(*Continued on page 5*)

seventeen
magazine readers' award
Picture of the Year 1958



"THE BRIDGE ON THE RIVER KWAI"
A Sam Spiegel Production • Released by Columbia Pictures
SELECTED BY SEVENTEEN READERS
FROM THE MAGAZINE'S 1958 PICTURES OF THE MONTH

N. Y. Bills Blasted as 'Illegal,' 'Monstrosity

Compo's Brief Calls Present Laws Ample

(*Continued from page* 1)

Study the Publication and Dissemination of Offensive and Obscene Material, which has sponsored the bills.

On behalf of the membership of the Council of Motion Picture Organizations, information director Charles E. McCarthy submitted a brief which described the four proposed bills as a "legislative monstrosity at the expense not only of an honorable industry, but also at the expense of the people of the State of New York."

Inserted in Record

The brief, which was inserted into the record, argues that since there are ample laws already on the statute books for the punishment of obscenity, there is no logical ground for the passage of additional acts in New York State. It was pointed out that the industry not only has its own Production and Advertising Code, but also is under the "supervision" of a vast "apparatus" of organizations such as the Legion of Decency, the General Federation of Women's Clubs, the Protestant Motion Picture Council, etc.

In regard to the proposed bill to license motion picture theatres in New York, it is argued by Compo that a $10 license fee, though "apparently not designed as a revenue measure," would nonetheless be "a pecuniary burden to theatres, which are already paying more than 17 different forms of taxes to city and state."

The licensing act, furthermore, is held by Compo, to "hamstring" the theatre owner and to be "a means of intimidation as to the manner in which he operates his theatre." This act would order suspension or revocation of a theatre's license if the theatre exhibited a film which does not have a state seal from the Motion Picture Division of the N. Y. State Education Department.

Theatre Managers Praised

Under this act, theatre licenses could also be suspended for the use or display of obscene advertising material. Compo argues that there is "ample law against obscenity already on the statute books," and if there is obscenity, "these laws should be used." It was also pointed out to the Committee that in states not subject to censorship, theatre managers are almost always more careful in the choice of their attractions and how they are advertised.

The reason for this, the brief states, is that "responsibility breeds greater care," whereas "the usurpation of responsibility by a higher authority persuades the manager to perform a routine job and to let things happen that in his own judgment he would have prevented."

Apart from the burden which the licensing law would place on the theatre owner, the brief continued, it is "a blow at local government," since it would remove "from the municipality and give to the state the power of life or death over a local business."

Expense Seen Too Great

As for the classification of films into various audience categories, Compo feels that theatre owners would be unable to bear the financial burden of advertising them to the public. Many theatres now only list their name and attraction in newspapers, and would be unable to pay for listing of classifications, it is pointed out.

The Compo brief was delivered relatively late in yesterday's all day hearing, which started off with a summation of the Committee's case by its counsel, James A. Fitzpatrick. In addition to the latter, Committee members who participated throughout the day were chairman Joseph R. Younglove and Senator Harold A. Jerry.

Hanging on the wall before which the committee was seated were a series of posters for the films "Juvenile Jungle" and "Young and Wild." Art for both of these Republic releases depicted girls in varying stages of undress, leather-jacketed hoodlums and weapons of assault. Fitzpatrick said that this was the type of advertising which troubled the Committee, adding that he had also seen the pictures themselves, which depicted muggings, assaults, and characters in tight clothing. Fitzpatrick admitted that this was "not the best product of a responsible industry, but enough of a reason for us to be interested."

Brandt First for Industry

First industry representative to testify was Harry Brandt, president of the Independent Theatre Owners Association. Of the four bills under consideration, the "most objectionable" from the viewpoint of exhibitors is that which provides for licensing theatres, Brandt told the Committee. While it is not designed to provide the state with increased revenue there is danger that it could become used for that as enforcement of the bill would require employment by the state of many more clerks, investigators, censors, and other personnel, he added.

Brandt also expressed opposition to the other bills one by one. "If the measures are enacted," he warned, "they will be fought through the courts to prove their illegality."

White Poses Question

Gordon S. White, director of the Motion Picture Association's Advertising Code Administration, asked the committee members present why they felt it necessary to extend the scope of the present state censorship law, which covers advertising by poster, banners, "and other similar advertising matter" to "newspapers or other advertising."

There are "safeguards enough now," he said, citing the MPAA's Advertising Code which "has applied stricter standards to our advertising than the courts have allowed censor boards to apply to pictures." In addition, he said, newspapers apply their own standards to advertising.

Cites Several Ads

White also took exception to the amendment which would penalize a theatre for using stills to advertise a picture if those stills did not represent an actual scene in the picture. He submitted examples of art work for "The Mating Game," "Separate Tables" and "The Matchmaker," obviously not taken from the pictures but still reflecting "a general impression of the picture" being advertised.

The MPAA ad chief was particularly scathing in his denunciation of the proposal to add the word "disgusting" to the list of unacceptable characteristics of film advertising. "Disgusting to whom?" he asked, and added,

"Can anybody think that courts which have found such words as 'sacrilegious' and 'immoral' too indefinite of meaning to be enforceable, would ever support the application of a ban on ads called simply 'disgusting'."

Schreiber Asks More Time

Sidney Schreiber, general attorney and secretary of the MPAA, told the committee that he felt that it had not given the industry enough time to study the film classification bill before the hearings—less than 10 days.

He suggested that the state already has the power to seek and get an injunction against the use of indecent ads.

Also testifying at the hearing were a number of other prominent industryites and laymen. Highlights of their comments follow:

Mrs. Jesse Bader, national chairman, Protestant Motion Picture Council: "Censorship is not a cure for the problems before the state. New York's juvenile crime record is no worse than the 45 other states that don't have censorship."

Sees 'Sex' Overplayed

J. Cox O'Brien, representing the N. Y. State Catholic Welfare Committee: "I support the Committee and the purpose of its proposals." O'Brien was deeply concerned about film advertising "which relates primarily to sex."

Mrs. Dean Gray Edwards, General Federation of Women's Clubs: "At present, there is no lack of information for parents who might wish to know if a picture is desirable for their family or not. Audience classifications on the part of the state would only stir up the curiosity of youngsters."

Professor Paul Tappan, professor of sociology, New York University: "I know of no evidence proving that motion pictures have an undesirable effect upon audiences. Furthermore, I have never encountered a person of

Objectors Fe
'Hamstringin
Of Exhibito

normal mentality or emotions th
been lead astray by a movie."
Steve d'Inzillo, East Coast C
of Motion Picture Studio U
"Why is the motion picture in
constantly singled out by legis
in contrast to publishers and the
petitive industry of television?
Ephraim London, counsel,
York Civil Liberties Union: "W
pose these bills, not only b
their purpose is to extend state
ernment interference with motic
tures and the business of exh
them, but becaues the bills
ignorance of the decisions
United States Supreme Court a
velopments of the law during th
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Father Albert Salmon, ch
Veterans of Foreign Wars,
Placid, N. Y.: "Motion pictur
not all to blame, but one of
things which influence us. The
however, a passive form of
trination, and one doesn't ha
know how to read to be influen
them."

Defended by Dr. Pesce

Dr. Louis Pesce, head of th
tion picture division of the Nev
State Education Department:
films classification plan is wo
because it does not actually p
children from attending any pic
Margaret G. Twyman, direc
Community Relations, MPAA:
of my studies on this subjec
the years, there are two things
out as consistently throughou
of them is the conclusion tha
nile delinquency comes fron
complex causes . . . never frc
cause. The other is that motic
tures are *not* a cause of juvenile
quency."
D. John Phillips, executive
of the Metropolitan Motion
Theatres Association: "There
ficient legislation in existence
force and maintain the social
ards of good taste and moral
enforce any further restricti
legislation upon this industr
very well result in the paraly
destruction of the observers
law rather than eliminate the
thereof."

Other Witnesses Heard

Other witnesses included S
Morris, director of public r
for the Schine Circuit, Glov
Mrs. Edith Marshall, of the Inc
ent Theatre Owners Associati
owner of four theatres in the
Robert Lider, president of th
York State Association of Ra
Television Broadcasters, and
Shea, Jamestown Amusement

ve 1st Anniversary rry Cohn Death

rom THE DAILY Bureau

LYWOOD, Feb. 26.—All film- other activities at Columbia will come to a halt at 10:30 PST) tomorrow morning with ent of silence being observed tudio personnel in memory of t anniversary of the passing ry Cohn, president and co- of Columbia Pictures.

A Agenda

Continued from page 1)

e coverage, ways and means asing product, the Russian- ltural film exchange, and y Award liaison.

ent George G. Kerasotes will on Sunday afternoon at the meeting his report to the nd committee on the four since TOA's annual conven- Miami. S. H. Fabian, TOA and first rotating chairman will report on ACE at Mon- ernoon's meeting.

pening session Sunday will 2 to 5 P.M. Monday morn- be free so exhibitors can see ngressmen and Senators on Hill. At noon Monday nation- executives will lunch with the ts and secretaries of state ional units. The board and committee will resume at for a meeting to last until 5. I., TOA will be host to Con- and Senators at a cocktail the State Room at the May- he board and executive com- will resume on Tuesday.

oll-TV Session Sunday

y evening the Joint Commit- Toll-TV, of which Philip F. of TOA is co-chairman, and membership includes several m TOA, will hold a dinner o take over, at the request the campaign initiated by seek passage of the Harris h would ban cable as well as t Pay-TV.

Factor Continue Despite Order

raining order against sale of ts by the F. L. Jacobs Co. ined in a stockholder suit in t court yesterday. The tem- estraining order was signed e Miles Culehan in Wayne circuit court.

of the order was received representatives of Mutual ting System, which is con- y Scranton Corp., up to now d by F. L. Jacobs, was meet- David Factor, chairman of Factor Company, to work ils for purchase by Factor of

group continued its meeting pokesman said, on the word BS attorney that the court culd not affect the deal.

The Sound And The Fury

(CONTINUED FROM PAGE 1)

talent include Margaret Leighton, Stuart Whitman, Ethel Waters, Jack Warden, Francoise Rosay, John Beal and Albert Dekker.

The scene of the story is set leisurely but effectively as the various characters are introduced and put in their milieu—a once elegant Southern mansion now gone to pot in a small town that has also seen better times. Initially there is some confusion (as far as the spectator is concerned) about the exact relationship of the members of the family to each other. The father, the elder Compson, who is dead when the story begins, had married twice, and this has made for complicated in-law setups that are not at first clear.

But that factor becomes unimportant as the major conflict takes shape. This is the clash of wills between Brynner, the "outsider" who is now in charge of the unhappy household, and Miss Woodward, as the young girl who rebels at his authority. At first it looks as if she is in the right; when he denies her money that is apparently rightfully hers, forces her to go to a "school for young ladies" that she detests, baits her about her clothes and behavior, it appears she is the one most deserving of sympathy and redress.

Then it gradually becomes evident that, despite the austerity of his ways, Brynner is acting in the best interests of the girl. He is determined that she will not go downhill—morally or otherwise—with the rest of her family and that with her the Compson name will come to mean something again. In the end, after she has almost run away with an itinerant carnival bum, she comes to appreciate what Brynner has been trying to do for her.

THE OTHER CHARACTERS are shown mostly in their relationships to these two, but in spite of that, and through some extraordinarily fine acting, the rest become vividly real, too. Foremost is the mother of Miss Woodward, whom Miss Leighton brilliantly plays. The mother had deserted her illegitimate daughter at birth and returns to her after the girl has grown only because she has become tired of promiscuous wandering and is ready to settle down.

As a mentally defective brother of Miss Leighton, Jack Warden also creates a fully-etched character despite the fact that he doesn't speak a word of dialogue. He uses his face to mirror his feelings, and the scene in which he bids farewell to the young colored boy who has attended to his needs as he is being taken away to an asylum is perhaps the most eloquent moment in the picture. The boy is winningly played by Stephen Perry.

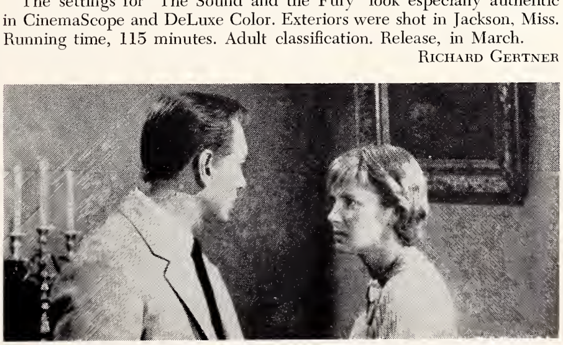
Also good are Whitman as the carnival man who romances Miss Woodward in several torrid love scenes; Miss Waters as an outspoken family servant; Beal as a drunken brother; Miss Rosay as a complaining matriarch; and Dekker as the storekeeper-employer of Brynner who seduces Miss Leighton after her return and is beaten by Brynner when he boasts.

Able as all these players are, it is Miss Woodward who runs away with the acting honors. Her fine talent continues to mature with each new film, and this portrait of a young girl yearning for affection, denied it by her family, aimlessly looking for it elsewhere, is true and touching.

As her dour antagonist, who starts out as a somewhat sinister character and becomes sympathetic, Brynner gives an authoritative performance.

The settings for "The Sound and the Fury" look especially authentic in CinemaScope and DeLuxe Color. Exteriors were shot in Jackson, Miss. Running time, 115 minutes. Adult classification. Release, in March.

RICHARD GERTNER



Joanne Woodward and Yul Brynner in a scene from "The Sound and the Fury."

Loew's Meet

(Continued from page 3)

take over meetings and dominate them.

Vogel said the company is proud of its directors. "All of them have vast business experience and their one goal is to make this the best company in the business, to put it on a strong profit basis and to permit it to pay dividends." He said he hoped none of the directors would be affected by the complaints voiced.

He also defended the critical stockholders' right to be heard, saying "We have nothing to conceal from them. We're here to answer questions."

Some shareholders, lauding 20th Century-Fox and Paramount for what they referred to as economy-minded policies, suggested that all Loew's officers getting over $50,000 a year in salary take a 50 per cent cut until stock dividends are resumed. Vogel replied that aside from talent, there are not more than eight or nine Loew's officers in that salary category.

O'Brien Outlines Earnings

Robert O'Brien, Loew's treasurer, was asked to translate current company earnings so as to give effect to profits of each operating division before and after divorcement. He said for the first quarter theatres and radio earned eight cents a share on the outstanding 5,336,000 shares; picture production and distribution, 19 cents; television operations, 17 cents, records and music, five cents. Those figures are doubled if figured on the basis of the 2,668,000 shares which will be outstanding after March 12 when the exchange of half-share in both new companies is made for each share presently held.

Figures for the second quarter were theatre-radio earnings of seven cents per share on the shares presently outstanding; picture companies, 16 cents per share; television, 22 cents, records and music, five cents. These, too, are to be doubled if figured on the stock split basis.

On the split basis for the first half, earnings would be $1.68 per share from film, TV and music operations, and 30 cents per share from theatres and radio.

RCA 1958 Net Profit Reported $30,942,000

Fourth quarter sales of the Radio Corporation of America rose 6 per cent, boosting total 1958 sales volume to $1,176,094,000, according to the annual report to stockholders released yesterday by Brig. General David Sarnoff, chairman of the board, and John L. Burns, president of RCA. Earnings during the last quarter also topped the comparable period a year ago, lifting RCA's overall 1958 net profit after taxes to $30,942,000.

The annual report attributed the fourth quarter upswing to "general improvement in the national economy, a higher volume of government business and the introduction of new products and services."

NOW
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NEW YORK

One of the most explosiv
motion pictures of our time

HARRY BELAFONTE / **ROBERT RYAN** / **SHELLEY WINTER**

in **ODDS AGAINST TOMORROW**

Co-starring ED BEGLEY / GLORIA GRAHAM

Screenplay by JOHN O. KILLENS / Assoc. Prod. PHIL STE

Produced and Directed by ROBERT WIS

A HARBEL PRODUCTION, IN

THRU
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40th *Anniversary* / 1919-19

All
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MOTION PICTURE DAILY

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5, NO. 39 NEW YORK, U.S.A., MONDAY, MARCH 2, 1959 TEN CENTS

sotes

s Exhibition Accord on stice Talks

Meeting Is Told Has Program Ready

rom THE DAILY Bureau

HINGTON, March 1.—The n Congress of Exhibitors has e program to present the Det of Justice in discussions be held on revisions in the Decree and is hopeful of most of what it will ask.

was reported to the board of and executive committee of Owners of America today by G. Kerasotes, TOA president, xhibitor group began its mid-

Continued on page 3)

oved Staging or 'Oscar' Show

rom THE DAILY Bureau

HINGTON, March 1. — The of the Academy Awards show 6 will have improvements in and "be a much better show," d of directors and executive ee of Theatre Owners of were told here today. The t was included in a report by Henry G. Plitt, chair- TOA's committee on new ity development and Academy

Continued on page 3)

-W Strike Threat ed by Membership

om THE DAILY Bureau

YWOOD, March 1. — The hip of the Screen Writers f the Writers Guild of Amer- t, by unanimous vote, has au- a strike against a number cers who have licensed or ures for television use with- nent to writers.

action will be taken, it has cided, if satisfactory agree- e not reached between the the producers involved.

SION TODAY—page 6

MPIC to Suspend Activities July 1

From THE DAILY Bureau

HOLLYWOOD, March 1.—Taking into account changing conditions of the Hollywood film industry, the executive committee of the Motion Picture Industry Council over the weekend voted unanimously to suspend its functions and activities by July

(*Continued on page* 6)

Schwalberg Elected Cinema Lodge Head

Alfred W. Schwalberg, founder and first president of the Cinema Lodge B'nai B'rith, was unanimously elected president of the organization at a luncheon meeting at the Toots Shor Restaurant here Friday. He succeeds Joseph B. Rosen.

Other officers elected for one year are: treasurer, Jack Weissman; secretary, Abe Dickstein; executive vice-president, Jack Hoffberg; vice-presidents, Irving R. Brown, Maurice B.

(*Continued on page* 2)

Would Alter Wording In N. Y. Labor Law

Special to THE DAILY

ALBANY, N. Y., March 1. — An amendment to the labor law changing the present requirement that projectionists, engineers and firemen in motion picture theaters shall have "24 consecutive hours" of rest, to that of "one calendar day" in each week, is proposed in a bill introduced by As-

(*Continued on page* 7)

Backs 'Basic Objectives' of Harris

Plan to Test Toll-TV Given FCC Approval

Would Limit Trial to Three Cities; House Group Now Will Slate Hearing

By J. A. OTTEN

WASHINGTON, March 1.—The Federal Communications Commission said over the weekend that it supports the "basic objectives" of the toll-TV resolution introduced by Rep. Oren D. Harris (D., Ark.) and declared that the Harris resolution "conforms essentially" with its own idea of a toll-TV test.

The commission found that its original proposal for a test of toll-TV differed only in one respect from what Harris proposed in his resolution. The FCC proposed to limit to

(*Continued on page* 7)

Para. Enters TV in Deal with Alan Ladd

From THE DAILY Bureau

HOLLYWOOD, March 1.—Paramount Pictures has entered the television production field for the first time with the signing today of a co-production deal with Alan Ladd's and Aaron Spelling's Jaguar-Caron Productions. Under the deal, Paramount will provide financing and studio facilities.

Paramount and Jaguar-Caron will jointly produce a television film series

(*Continued on page* 7)

'Co-Sponsors Week' Is Slated for Warner Drive

The final week of Warner Bros.' "Welcome Back, Jack," global sales drive—March 29-April 4—has been designated as "Co-Sponsors Week" in tribute to the drive's co-sponsors, Benjamin Kalmenson, executive vice-

(*Continued on page* 7)

MPEA Hears Argentine Classifies Films No. 1

A new import decree to be published soon in Argentina will place motion pictures in import category I for the first time, Robert Corkery, Motion Picture Export Ass'n. vice-president for Latin America, told an MPEA meeting here on Friday.

As part of category I, film distribu-

(*Continued on page* 6)

Asks Clarification of Ad Regulation Bill

Special to THE DAILY

ALBANY, N. Y., March 1. — Assemblyman Daniel M. Kelly, Democrat-Liberal of Manhattan, said here that the Meighan-Duffy Bill seeking to regulate more closely motion picture advertising should be clarified "because the present language espouses the theory of guilt by association."

Kelly said that pursuant to the measure, a theatre manager utilizing his own private display material, or his own material, "in contravention of the provisions of the proposed legislation," could "imperil the showing of a picture over a wide area in the entire state." In consequence, a permit or license could be revoked "by the act of a person far removed," Assemblyman Kelly pointed out.

EDITORIAL

Vogel's Reward

By Sherwin Kane

LOEW'S stockholders at their annual meeting last week elected by more than a four million-vote majority a 15-man board of directors which had the wholehearted endorsement of management headed by Joseph R. Vogel. Previously, in order to ensure that there would be no repetition of an experience of a year ago when the dissident director, Joseph Tomlinson, reelected himself by means of cumulative voting, thus displacing a nominee endorsed by management, the stockholders at a special meeting in advance of the annual, voted to end the cumulative voting method in the election of directors.

The stockholders' actions at both the special and annual meetings

(*Continued on page* 2)

PERSONAL MENTION

SAMUEL PINANSKI, president of American Theatres, Boston, and MRS. PINANSKI are in Miami for the month of March.

•

CECIL TENNANT, vice-president of Music Corp. of America in charge of the London office, has returned to Britain from New York via B.O.A.C.

•

RICHARD F. WALSH, president of IATSE, is scheduled to return to New York today from AFL-CIO conferences in San Juan, Puerto Rico.

•

JAMES J. MULVIHILL, general sales executive of United Artists Television, left New York over the weekend for Hollywood.

•

BERT ORDE, of "Redbook," returned to New York over the weekend from the Coast.

•

LILLIAN EDELL BELSON, secrettary to CHARLES EINFELD, 20th Century-Fox vice-president, has left New York on a Caribbean cruise.

•

OSCAR HAMMERSTEIN II, will leave here tomorrow via B.O.A.C. for Montego Bay, B.W.I.

•

SANDRA HIRSCH, secretary to SEWARD BENJAMIN, United Artists official, was married on Saturday at Congregation Beth David, Lynbrook, L. I., to NORMAN LISS.

1000 'Tables' Dates

United Artists has set 1,000 playdates for Hecht - Hill - Lancaster's Academy Award contender, "Separate Tables," for the month of March. The film, which was nominated for "Oscars" in seven categories, including best picture, has been booked for engagements in key domestic situations across the country.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS Custom Produced by the hand of experience! NATIONAL SCREEN SERVICE TOPS IN TRAILERS

EDITORIAL

(CONTINUED FROM PAGE 1)

constitute a solid vote of confidence in Vogel and his management team at Loew's.

The industry for long has been aware of the substantial progress made under Vogel's direction despite the extraordinary obstacles with which he had to contend because of the dissident elements on the company's board of directors in recent years. His accomplishments would have done credit to his management had they been achieved under the greatest directorial harmony.

It was reassuring to observe at last week's meetings that Loew's stockholders were as aware of what has been happening at Loew's as are Vogel's industry associates.

Rewarded with the first dissension-free directorate since he was elected to the presidency of Loew's in 1956, Vogel and his management are free at last to give their undivided time and attention to the further strengthening and expansion of the company, all departments of which even now are healthily in the black. As Vogel told the stockholders, results thus far in the current fiscal year indicate it will be the best one for Loew's in the past ten.

The industry in general congratulates Vogel and his associates on their victory over the dissident board elements, on their splendid achievements to date and, above all, on the heartening prospect of Loew's quick return to an unassailable position of fiscal strength and product prestige. With 24 Academy Awards nominations for seven pictures currently, and with "Ben Hur" due to make its bow within the calendar year, the Lion's prideful roar is resounding steadily even now.

N. Y. Legislative Hearing

IF, as is widely suspected in the industry, the state joint legislative committee to study the publication and dissemination of offensive and obscene material called its second public hearing here principally for publicity purposes, the results must have been disappointing to it indeed. Newspaper space accorded the hearing was noticeably limited and the published reports noted that there was more opposition to the committee's six motion picture licensing and regulating measures than support for them.

That being the case, it is doubtful the committee will call a third hearing at taxpayers' expense, as was intimated it might.

It will be interesting to note whether, in making its report, the committee gives proper weight to the preponderance of opposition testimony which its unsought hearing evoked.

Meanwhile, New York exhibitors, film advertising people and others concerned with these wholly unneeded and improper state measures, should not permit last week's hearing to lull them into believing it to be needless to express their views on the proposed bills further. Both the assembly judiciary and senate education committees having jurisdiction over the measures, want public expressions on them, regardless of last week's joint committee public hearing.

Schwalberg Elected

(*Continued from page 1*)

Leschen, Milton Livingston, Joseph R. Margulies, David Picker, Sol Rissner, Norman Robbins, Nathan M. Rudich and Leonard Rubin.

Principal speaker at the luncheon was Dr. Lewis Webster Jones, president of the National Conference of Christians and Jews, and former president of Rutgers University.

Installation of the new officers will take place here at the Lodge's 20th anniversary luncheon April 16. Jack H. Levin, who presided at Friday's affair, urged the membership to make plans to attend well in advance to insure a big turnout.

Ascap's Gross for '58 $28,441,754, New High

From THE DAILY Bureau

HOLLYWOOD, March 1. – The American Society of Authors, Composers and Publishers achieved a record high gross of $28,441,754 in 1958, with $23,261,671 being distributed to members, it has been announced by the society's comptroller, George Hoffman, in a financial report to the West Coast membership at the semi-annual dinner meeting in the Ambassador Hotel last week.

Jack Yellen, chairman of the executive committee, delivered Ascap president Paul Cunningham's address, the latter being unable to a porting progressive develop the juke box bills which sh mately increase Ascap rev mendously.

L. Wolfe Gilbert, chairm cap's Coast Committee, wa with a plaque for "his selfle services to the society."

Jefferson Manage Plan 'Ten' Campa

Special to THE DAILY

BEAUMONT, Tex., Mar special showmanship confe Jefferson Amusement Co. managers at the home office the weekend produced a co sive campaign that accord special engagements of "T Commandments" big-scale, ture promotional treatment.

Julius Gordon, president o theatre circuit, pointed out t the Cecil B. DeMille produ had special engagements at houses once a big potential the picture in the circuit st He called the meeting for d a campaign designed to yi greater box office returns fo ture when it opens this we circuit.

All Media to Be Us

The new plans, providin media advertising and publi special emphasis to televis two years since some of th theatres played special eng of "The Ten Commandment played it a year ago.

The meeting was addr Robert Bixler, Paramount S ern merchandising represent Fred Minton, Jefferson ad publicity director, in ad Gordon.

'Capone' Opens

HOLLYWOOD, March Broidy, Allied Artists presi Morey R. Goldstein, vice and general sales manag been advised the multi world premiere of "Al Ca Florida on Thursday set a tendance and gross record fo for a midweek opening, $9,684. The premiere was Olympia, Miami; Gable Gables; and Beach, Miami

Settle Anti-Trust

ATLANTA, March 1.–A jury took only 20 minutes he to decide in favor of the d the Land Amusement Co. an jor film distributors, in a ha dollar anti-trust suit filed b Green's Palmetto Theatre in Ga. Plaintiff had charged d tion in favor of Atlanta t release of product over the

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, Ne Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herma Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press C ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Corresponde principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 ti as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

s Exhibition

ontinued from page 1)

eeting at the Mayflower Ho-
Some 60 directors and execu-
mitteemen of TOA were on
the start of the three-day

the progress TOA has made
our months since its annual
n in Miami, and outlining
da facing the exhibitor lead-
rrow and Tuesday, Kerasotes
E will be "foremost in our
He observed that ACE has
emendous progress in a very
e."

an Washington Talks

tes, Sumner Redstone, Hor-
ns and Emanuel Frisch have
rged by ACE to hold meet-
the Department of Justice
as possible. The TOA presi-
today he hoped the board
nittee would approve the ap-
leveloped and that it was
and practical" to hope for
n the endeavor since there
plete exhibitor accord" on
ld be done.
detailed report on this and
jects of ACE is to be pre-
the meeting tomorrow by
, the first rotating chairman

ition to participation in the
on of ACE, Kerasotes today
following "forward steps"
TOA since November:

Active in Toll-TV

Anti - Pay - TV Committee,
Philip F. Harling, has been
in the work that resulted
ction of the Harris bill to
TV both by cable and over
grass roots campaign to se-
ge of the bill was organized
has asked that it be turned
e exhibitor-wide Joint Com-
Toll-TV.
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, in getting Army, Navy and
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ent has been reached to
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of Concessionaires at the
al convention in Chicago,
. TOA will meet alone in
es in 1960.
nsorship problem is being studied and plans must be made to combat it.

Changes are to be proposed in the TOA constitution to bring it up to date.

"And with all these concrete developments," Kerasotes added, "I am happy to report that TOA is in a healthy position with regard to membership and that our dues are running better than 25 per cent ahead of last year"

Kerasotes asked that the board and committee carefully consider further steps to be taken in the areas mentioned in the next two days.

Tomorrow morning the exhibitors will take time out to go to Capitol Hill to visit their Congressmen and Senators. That night they will entertain the legislators at a cocktail party.

REVIEW:

The Shaggy Dog

Walt Disney—Buena Vista

WALT DISNEY'S LATEST excursion into fantasy is this black and white live-action comedy, suggested by "The Hound of Florence" by Felix Salten, author of "Bambi." The story of a teen-ager who gets turned into a big shaggy dog, it will appeal primarily to younger movie-goers, although some adults may well be amused by Fred MacMurray and Jean Hagen in the roles of befuddled parents.

Aside from these two stars, the cast of "Shaggy Dog" is predominantly youthful, with Tommy Kirk and Kevin Corcoran monopolizing most of the spotlight. Kirk, who had a key role in the popular "Old Yeller," also a Disney production, carries most of the weight of the Bill Walsh and Lillie Hayward screenplay as the boy turned dog.

Kirk becomes a dog as the result of repeating a Latin legend inscribed on an antique ring he finds in the local museum. Taking the form of a shaggy dog owned by neighbor Alexander Scourby and his daughter Roberta Shore, Kirk is chased away from home by MacMurray, who thinks him just a stray mongrel. He takes refuge at Scourby's home, but makes such a pest of himself that he is locked in the cellar. Trying to escape, he topples off a pile of odds and ends and suddenly reverts to his former self.

Shortly thereafter, at a country club dance, Kirk again begins to turn into the shaggy dog, and ends up for a second time locked in Scourby's home. By this time, it is clear that Scourby is actually a spy stealing plans from a near-by missile base. Escaping, Kirk tells his brother, Corcoran to report the spies to the police. This failing, Kirk goes to tell MacMurray, who passes out at the knowledge that his son has turned into a dog. MacMurray finally comes to his senses and rushes to the police. They, of course, won't believe him, but after a wild chase sequence, Kirk himself finally saves the day.

All of this sounds rather hectic, and it is, although amusingly so. The youngsters, who also include Tim Considine and Annette Funicello, are all extremely likable, and perform capably under Charles Barton's direction. Of the supporting oldsters, Cecil Kellaway is especially good as the museum curator.

Although a comedy—and an exceedingly merry one at that—"Shaggy Dog" has several horror elements which may frighten some of the younger children in the audience. This is particularly so in the case of the transformations of Kirk into the dog, which are handled in the same manner as the change of man into werewolf in out-and-out horror films. It is also not clear at the end of this film as to what is to prevent Kirk from again becoming a dog in the future.

Running time, 106 minutes. General classification. Release, in March.

WARREN G. HARRIS

'Lonely' to Victoria

Dore Schary's "Lonely Hearts," his first independent production for United Artists release, will open at the Victoria Theatre here on Wednesday.

Howie Leaving AMPP; Will Act as Consultant

From THE DAILY Bureau

HOLLYWOOD, March 1. – James S. Howie, secretary-treasurer of the Association of Motion Picture Producers, announced his retirement from active service today after 21 years with the organization. He will continue in an advisory and consultative capacity.

Howie joined AMPP in February, 1938, and was appointed secretary-treasurer in 1943. At the same time he was named secretary-treasurer of Central Casting Corp. Two years later he was elected assistant secretary and assistant treasurer of the Motion Picture Association of America.

'Tempest' Here Mar. 26

"Tempest," Paramount spectacle, will be the Easter picture at Broadway's Capitol Theatre, opening Thursday, March 26, for an indefinite run.

'Oscar' Shows

(Continued from page 1)

of Motion Picture Arts and Sciences liaison, and read for him at the board and committee meeting at the Mayflower Hotel here.

The "Oscar" presentations, originally set for a Wednesday night, were changed to Monday so "as to offer the least possible interference with normal theatre operations," Plitt said.

Will Act as Liaison

On the development of new personalities the Plitt committee asked producer Jerry Wald to serve as production liaison with exhibition. Wald accepted and made the following suggestions:

"Producers have been asked to relist the cast of characters, along with their picture roles, at the end of the feature. If, and where possible, they were asked to place the character in the beginning with the name underlined, so that identification of the new personality by the audience throughout the picture would be simple.

"We have urged, and worked out broad general arrangements, to have the new personalities visit the territories along with the saturation release of their pictures. This will of course require individual arrangements with the individual companies, but it is another step in the direction of making the new stars more accessible and better identified to the public.

Many Pledges Received

"We have received many letters from producers pledging themselves to go along with the new personality format after it was presented to them."

Report Large Orders For 'Oscar' Promotions

Mounting interest in Academy Award promotions on the part of exhibition was reported at the weekend with heavy orders of promotion kits being placed with National Screen Service.

San Francisco exhibitors ordered 165 kits, enough for every major theatre in the area, Ben Ashe, assistant general sales manager of NSS, reported, and an order for kits for every theatre in the RKO circuit was placed by Harry Mandel, executive assistant to the president.

Harry McWilliams, coordinator of promotion for the Academy Awards telecast, said kits now on order should be in the hands of exhibitors by March 9. The kits are being made available to Canadian exhibitors also.

Claude J. Darce, 65

MORGAN CITY, La., March 1. – Funeral has been held here for Claude Joseph Darce, veteran exhibitor and operator of the Opera House here, who died suddenly last week. A member of the board of directors of Allied Theatre Owners of Gulf States, he is survived by his widow, Lorena, a daughter, a son and seven grandchildren.

TWA JETSTREA

Charming **Audrey Hepburn** and husband **Mel Ferrer** relax in the spacious comfort of TWA's giant Siesta Sleeper Seats. Miss Hepburn stars in MGM's forthcoming "Green Mansions," directed by Mr. Ferrer.

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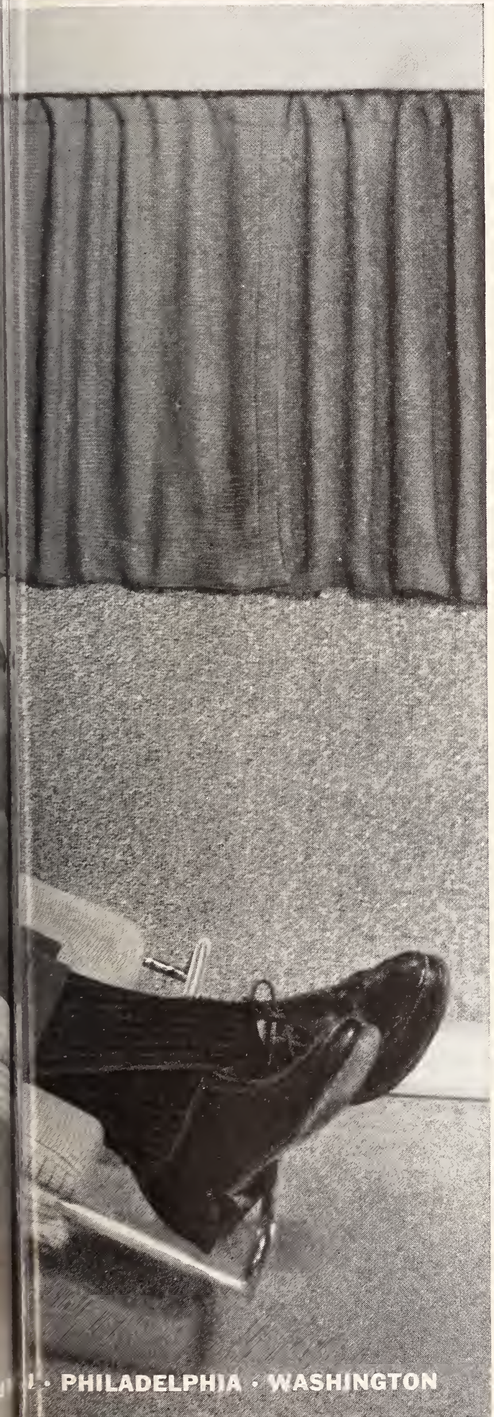

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Television Today

IN OUR VIEW

THE news gathering functions, privileges and rights of the television industry and the TV media are again to the forefront of the news. This time the matter involves a decision of last week by the FCC making Section 315 of the Federal Communications Act applicable to regularly scheduled newscasts. Until the decision, such news broadcasts had been considered beyond the restrictions of the section in question, which concerns equal time for candidates for political office.

•

The matter came about when Lar Daly, candidate for mayor of Chicago, petitioned the FCC for equal time on WBBM-TV, Chicago, after that station had broadcast regular news clips of Mayor Richard Daley and Congressman Timothy Sheehan, candidates. Sig Mickelson, CBS vice-president and general manager of CBS News, and Leonard Goldenson, president of American Broadcasting-Paramount Theatres, voiced immediate and vigorous protest against the un-thinking, patently discriminatory action of the FCC, both executives promising immediate legal steps to correct the situation.

As Mr. Mickelson put it: "The issue involved here presents a vital and fundamental question of free speech and a free press. There is no question that broadcast journalism has established its position as one of the essential media for the transmission of news to the American people. If even the regularly scheduled news programs must turn their microphones . . . away from any news event which involves a person who happens to be a candidate for office, free press and the right of the people to be informed suffers a shattering blow. The FCC's decision will virtually black out election coverage on radio and television —both network and local . . ."

•

The news broadcasts which were offered by WBBM-TV were entirely legitimate news material, and should certainly have been so considered by the FCC.

Mr. Goldenson made the point that the fallacy of the FCC's application of the restriction "is obvious when we consider that it would . . . require equal time grants when requested, every time a network or individual station reports on a news conference held by a President of the United States, nominated to succeed himself by primary and/or party convention . . ."

It is difficult to see how, in good conscience, the FCC can do other than reverse its own hasty and ill-advised decision on a matter so vital to the welfare of the television industry and the people of the nation.

•

In another connection, the expanding aspects of news gathering as a prime function of the television medium was emphasized last week to 800 journalism students from some 590 schools in the New York area by executives of NBC and its news forces, at the first annual NBC Broadcast News Conference for High School Editors. Electronic journalism is coming more and more to the front in the world in which we live today, and although the likelihood of its replacing the newspaper is extremely remote, its importance in the dissemination of news is daily growing. The limitless boundaries of the TV and radio signal, and its ability to advise vast numbers of people at the same time give it a unique and vital role. In this expanding world there is room and to spare for all.

—*Charles S. Aaronson*

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Women Editors on 'Tactic' Show Tuesday

Nina Dorrance, editor of True Story Magazine; Robert Stein, editor of Red Book, and Allene Talmey, editor of Vogue, will be among the group of editors of national women's magazines who will be seen on the panel of the latest program in the "Tactic" series of television shows on cancer control. This will be telecast tomorrow, from 10:30 to 11:00 p.m., EST, over NBC-TV network facilities to educational stations, it is announced by the American Cancer Society. NBC commercial stations will carry the program on a delayed basis at a later date.

NTA 'Hour of Stars' Now Sold in 34 Markets

National Telefilm Associates' hour-long "TV Hour of Stars" series has been purchased by 11 television stations during the past two weeks, Harold Goldman, president of NTA International, Inc., has announced. The series, recently put into national distribution, now is sold in a total of 34 markets.

"TV Hour of Stars" comprises 90 hour-long films made especially for television by 20th Century-Fox and Warner Brothers. It is hosted by John Conte.

Bill Would Limit Nets' Power Over Stations

From THE DAILY Bureau

WASHINGTON, March 1. – Rep. Bennett (R., Mich.), top-ranking Republican on the House Commerce Committee, introduced a bill to limit the power television networks have over affiliated stations.

He said he felt this was needed to improve television programming. His bill, he said, would require TV networks to provide affiliated stations with a balanced program structure.

The bill, Bennett said, would prevent networks from restricting affiliated stations from using programs originated locally or supplied by other sources, and would require networks to make network programs available to the maximum number of stations. A network would be barred from exercising any control over rates charged by stations for programs not supplied by the network, and networks would have to file with the Federal Communications Commission copies of all station contracts. No contract could run more than two years.

Committee Member Last Year

Bennett was a member of the Legislative Oversight Subcommittee last year, and said the work of that group and other investigations had convinced him it was necessary for Congress to lay down ground rules for the regulation of networks, rather than leave the matter to the FCC.

MPEA Hears

(*Continued from page 1*)

tors henceforth will not be required to make prepayments of their import taxes.

Corkery will leave here on Wednesday for Buenos Aires for a three-week visit during which the new Argentine film agreement will be studied. He will also visit the Film Festival at Mara del Plata, March 10 to 20. The U.S. will have two official entries, M-G-M's "The Journey" and Columbia's "Me and the Colonel," and an invited entry, United Artists' "I Want to Live."

A report was also made to the MPEA meeting that a new four-year agreement between the industry in the Philippines and labor unions there had been concluded, retroactive to Oct. 31, 1958. It provides for reopening on the subject of wages after two years.

A report of progress on the long-pending Mexican film labor union negotiations also was made to the meeting.

It was announced that Herbert Erlanger, Motion Picture Association secretary, was scheduled to leave here yesterday for Rome to make a study of Italian tax questions.

Intermountain Unit Sold

WALSENBURG, Colo., March 1.—The Fox Theatre here, a unit of Fox Intermountain Theatres, has been sold by the circuit to Frank Piazza of this community. No change in house policy is planned.

TV-Web Practi
To Get FCC Pro

From THE DAILY Bureau

WASHINGTON, March 1.
Federal Communications Comm
has ordered an investigation
leged practices of television net
in seeking to control television
to pre-empt television time.

The commission did not set a
and place for the investigation
ing only that it would be carri
"at such times and places as the
lic interest and the proper dis
of business may require." Obs
felt, however, that the bulk of t
vestigation would take place in
York and Hollywood.

James D. Cunningham, chief
hearing examiner, will preside
hearings, the commission said,
with counsel from the commis
broadcast bureau.

'Public Interest' to Be Weigh

Among other things, the inve
tion will look into the extent to
network ownership or control o
grams is desirable or necessary
public interest; the extent, if a
which networks try to exclude
grams not owned or controlle
them from access to television
kets; the extent to which networ
mand financial interest in inde
ently produced programs befor
hibiting these programs; and t
leged network practice of tyin
use of network time and facilit
programs owned and controlle
the networks.

The FCC said that the Depar
of Justice has also conducted an
trust inquiry into this field and
its data available to the commi

MPIC to Suspend

(*Continued from page 1*)

1, 1959. At the same time, the
mittee voted to maintain the
porate structure of the organiz
in order that the council may b
activated at any time in future,
is deemed necessary by the ind

Suspension of MPIC marks cl
10 years of service the council
given to the production branch
the industry. The council was c
in 1949 as a "blue ribbon" body,
broad-scale representation, enab
to speak and act in behalf of th
dustry. Its range of activities d
these years touched a wide v
of problems, such as cooperation
the government during war
peace, House Un-American Act
Committee hearings, exhibitor li
etc.

It has played an important ro
the "watchdog" of the industry's
lic relations, acting effectively i
buttal to attackers and detracto
the industry.

It has also maintained a libra
information, providing a sourc
documented material for disse
tion within and without the ind
as well as a speakers bureau.

oll-TV Test

(Continued from page 1)

cities the trial of any one sysf pay-TV. The Harris resolution limit the trial of one system single area.

Hearing Will Be Scheduled

e commission made these statein a report on the Harris resn. Its report has been sent to louse Commerce Committee, of Harris is chairman, and the s now cleared for the committee a hearing date on the resolu-Harris has said he would try to hearings as soon as possible he received the FCC report.

e adoption of the joint resolu-the commission said, "would the questions which have to been raised concerning the nce and the nature of the comn's jurisdiction in respect to pay sion." Its adoption would be led by the commission as "reg the desire of Congress to dee adoption of more long-range manent Congressional policy in t to pay television until there be made available to Conthe results of such test operaas may be authorized by the under the joint resolution."

es Fee-Payments Necessary

FCC noted specifically that the ical test operation" called for Harris resolution would have olve payment of a fee by viewthe test programs. It is neceso recognize a basic difference een the kind of test operations would be at all meaningful in elevision," the FCC said, "and ictly experimental authorizations are customarily approved by ommission for the field testing technical operation of new of transmitting equipment."

commission's rules preclude a to the public for technical ests of transmitting equipment, ommission declared. "Such a ition would, of course, nullify gnificance of any test operation television (except purely techquipment tests) and might even de the possibility of their being cted at all," the commission adding.

ıblic Support Called Vital

is is because it would be necontemplated that members public participating in any opof pay-television would be upon to defray at least part of st of furnishing the pay teleprograms."

commission's interpretation in gard differs radically from the etation of the Harris resoluade by the Joint Committee t toll-TV. That committee has eted the bill as barring all xcept those which would deme only the technical aspects various toll-TV systems. On the h of its interpretation, the committee has said it would t the resolution. Since the comfeels that any toll-TV test cannot be limited to purely technical demonstrations and necessarily implies a viewer payment, it remains to be seen whether the joint committee will give its support.

Opposes Simultaneous Transmissions

Pointing out that although the Harris resolution limits a test of any one system to a single city area, the FCC declared that under the terms of the resolution it would be impossible for more than one television station in that area to broadcast test programs. "It is not clear that objective would be served by barring the possible participation of more than one station," the commission said. It would not be desirable, however, the FCC adds, to have simultaneous pay-TV transmissions.

The commission said it felt the language of the resolution "could be read to include" television programs transmitted by community antenna systems, and that the prohibitions spelled out in the resolution could therefore be applied to programs broadcast for free reception but transmitted over community antenna. It would be desirable, the FCC said, to amend the language of resolution to exclude from its scope free programs which are furnished by community antenna systems.

Seeks 'Meaningful' Trial

The commission concluded by saying that the Harris resolution, like the commission's original test proposal, "essentially looks toward test operations which would neither be so limited as to preclude meaningful results, nor so extensive as to bring about the virtual establishment of a new service prior to final policy decisions."

French Exhibitors Warned Against Renoir Picture To Be Debuted on TV

By HENRY KAHN

Paris, Feb. 25 (By Air Mail)—The French Exhibitors Union, in a strong communique just issued here, has warned its members against playing a new picture made by the world-renowned director Jean Renoir. The film is a French version of "Dr. Jekyll and Mr. Hyde" called now "Le Testament du Docteur Cordelier" ("The Testament of Dr. Cordelier)."

Objections of the exhibitors stem from the fact that the picture was made for television and is being offered to theatres following the telecast. Renoir made the film under a specific commission from the Radio Television Francais, shooting it in six days.

'Matter of Principle'

In warning exhibitors not to book the picture, M. Delafond, secretary general of the union, said, "We have nothing against Renoir, we have nothing against the distributors—we don't even know who they are, because they still have to be named—and the film is probably very good. But we still cannot accept it. It is a matter of principle."

Pointing out that the film cost some 6,000,000 francs, Delafond said it could make as much as 8,000,000 in theatres. "If it should," he added, "we would only be financing our competitors and encouraging them to make more of the same."

'Co-Sponsor'

(Continued from page 1)

president; Wolfe Cohen, Warner Bros. International president, and Charles Boasberg, general sales manager.

Idea for this special week was suggested to drive captain Bernard Goodman by drive lieutenants and branch managers from Warner offices in various parts of the world. During "Co-Sponsors Week," Warner Bros. offices all over the world, as well as the domestic branches, will have the same goal at the same time for the first time during the "Welcome Back, Jack," sales campaign. "The Big Warner Week" tribute to President Jack L. Warner, which ended Saturday in the United States and Canada, is being celebrated at different times in some of the foreign branches.

Para. Enters

(Continued from page 1)

titled "Third Platoon." Ladd will not appear in the series, but will function as executive producer. Spelling will produce and supervise writing of the series, which will be based on his original script.

The initial film of the series is scheduled to be shot at the Paramount studio starting Wednesday, March 11.

The television production deal marks a reunion between Paramount and Ladd, who left the studio seven years ago to form his own company.

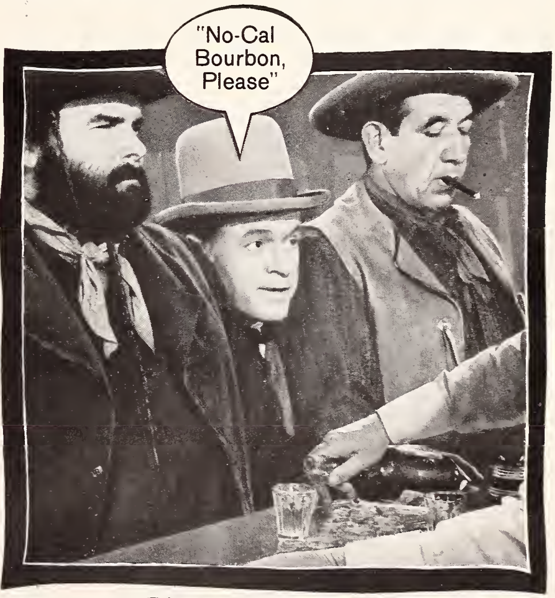
Would Alter Wording

(Continued from page 1)

semblyman William C. Brennan, Queens Democrat.

The measure, which would take effect immediately, proposes a similar change from "24 consecutive hours" to "one calendar day" for performers in the cast and engineers and firemen in legitimate theatres.

Continued is the provision, "but this shall not apply to any place where motion pictures, vaudeville or incidental stage presentations or a combination thereof is regularly given throughout the week as the established policy of such places; except that engineers and firemen employed in such places shall be allowed at least 24 consecutive hours of rest in any calendar week."



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co-starring
Kerwin MATHEWS Dick YORK
with LARRY STORCH · LISE BOURDIN · LEON ASKIN
Written by LOU MORHEIM · Directed by ARTHUR DREIFUSS · Produced by SAM KATZMAN · A CLOVER PRODUCTION · A COLUMBIA PICTURE

Played 1st run Mayfair Theatre B'way, N.Y. ... Now booked top-of-the-bill, long-half Loew's Circuit

BOOK 'BLITZ' NOW *from Columbia*

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wski Report

imum Wage ension Seen atre Threat

Kennedy-Morse Bill, Others in House

m THE DAILY Bureau

INGTON, March 2. – The faces a "terrific fight" this prevent of the mini- ge law es, A. rylaw- airman ational com- Thea- ers of told mid- board here. a wski Kennedy Morse minimum l in the Senate, which he ars to include theatres in

Julian Brylawski

ontinued on page 7)

alls for Radio aign in Spring

m THE DAILY Bureau

INGTON, March 2.—The wners of America called for portion of the industry- iness building campaign to spring.

G. Stellings, chairman of ard of directors and co-

ontinued on page 3)

s Board Lifts n 'Dr. Laurent'

pecial to THE DAILY

S CITY, March 2. – The ate Board of Motion Picture day lifted its eight-month e Trans-Lux release, "The r. Laurent."

original ruling the board

ontinued on page 6)

ION TODAY—page 6

Fox to Release 2 'Blockbusters' Per Month for Remainder of Year

20th Century-Fox will release domestically a minimum of two "blockbusters" per month for the remainder of the year, Alex Harrison, general sales manager, said yesterday.

At the same time he announced the company's release schedule for the six-month period beginning in April and said it represented "the costliest and most ambitious product ever sponsored in any such period by 20th-Fox."

The schedule includes 12 blockbusters, Harrison said, in addition to special engagements for "The Diary of Anne Frank" and the national release of "South Pacific" in July. "Anne Frank" will be presented as a

(*Continued on page* 6)

RKO Theatres Sale Nets List Ind. $1,468,755

A book profit of $1,468,755 was shown on the sale of three RKO Theatres properties in 1958, the annual report of List Industries, parent company, discloses.

Two of the theatre properties sold were leased back, the report notes. At the end of the year RKO Theatres and subsidiaries had an interest in 79 theatres, and a 50 per cent interest in one additional theatre. The company was operating 72 theatres, five were leased to others and two were closed.

Earnings of RKO Theatres are not

(*Continued on page* 2)

Easing of Tax on Profit Netted Abroad Favored

From THE DAILY Bureau

WASHINGTON, March 2. – A Presidential advisory group has recommended easing tax treatment on overseas earnings. It suggested in essence that all overseas earnings be tax-free until they are remitted to the U.S., and that then only 15 per cent of the remitted earnings be taxed at the regular 52 per cent corporate rate. In other words, all earnings would be made subject to the present 85 per

(*Continued on page* 6)

Bill Doll to Embassy On 'Hercules' Campaign

Bill Doll has been named vice-president of Embassy Pictures Corp. in charge of public relations, Joseph E. Levine, president, announced yesterday. His first assignment will be in connection with the $1,000,000 campaign on "Hercules."

Doll, who was publicity manager

(*Continued on page* 6)

Dr. Flick Appointed To New State Post

Special to THE DAILY

ALBANY, N. Y., March 2.—Dr. Hugh M. Flick, former director of the Motion Picture Division, State Education Department, and present execu-

(*Continued on page* 6)

UA Will Spend Over $1,000,000 On 'Some Like It Hot' Campaign

By WARREN G. HARRIS

(Picture on Page 3)

In the belief that "the only way to get money is to spend money," United Artists' domestic campaign budget for the Marilyn Monroe starrer "Some Like It Hot" will exceed $1,000,000, Roger Lewis, national director of advertising, publicity and exploitation, announced at a press conference here yesterday.

In light of this large expenditure, Lewis said, UA is "counting on exhibitors to pick up the ball." Major elements of the campaign set up by UA include local level cooperative advertising, record and book promotions, TV and radio spot announcements and national magazine and newspaper editorial promotion.

In the case of records alone, United Artists Records is issuing three long-playing albums featuring music from the Billy Wilder comedy. These, according to UA Records administrative vice-president Kay Norton, will include a sound-track album, a "Some Like It Hot Cha Cha" album, and a special jazz album titled "Some Like It Hot." Miss Norton said that the record company has had three to four

(*Continued on page* 3)

Harris Bill Backed

Allied Concurs In Joint Group Toll-TV View

All Forms of Medium Hit by Exhibitor Units

By J. A. OTTEN

WASHINGTON, March 2. – The Joint Committee on Toll-TV has reaffirmed its opposition to all forms of pay-TV—wired and cabled – and called for exhibitor support for an all-out drive for the Harris Bill.

At the meeting, Allied States Association, through its representative, Wilbur Snaper, for the first time agreed to go along with all the other exhibitor organizations in opposition

(*Continued on page* 7)

Continental Oil to Drill On Desilu, MGM Land

From THE DAILY Bureau

HOLLYWOOD, March 2.—Desilu Productions, Inc., has released to Continental Oil Co., for oil exploration and development 55 acres of its Culver City studio properties, it was announced by Desi Arnaz, president of Desilu. Following signing of the Desilu lease, Olen Lane, Continental's western region vice-president, announced acquisition of an 88-acre

(*Continued on page* 6)

TOA Board '3-Day Meet' Fully Completed in Two

From THE DAILY Bureau

WASHINGTON, March 2. – A combination of efficiency and cooperation enabled Theatre Owners of America to wind up its mid-winter board meeting here in two days instead of three.

Originally scheduled to run from yesterday through tomorrow, the board found that at five o'clock today it had acted on all matters of importance and that practically everyone was free to go home. Only a few members remained to wind up technical committee details.

PERSONAL MENTION

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, returned here on Friday following a trip to Rome.

•

WILLIAM DAUGHERTY, Connecticut district manager for Lockwood & Gordon Theatres, has returned to Hartford from Mexico.

•

MAX BYGRAVES, British actor, arrived in New York from London yesterday via B.O.A.C.

•

JOHN THOMPSON, Columbia Pictures divisional promotion manager in Chicago, has left there for Dallas.

•

HARRY SALTZMAN and TONY RICHARDSON, producer and director, respectively, of Warner Brothers' "Look Back in Anger," will return to New York tomorrow from London.

•

WILLIAM MURPHY, of the Cine Webb, Wethersfield, Conn., has returned there following a vacation in Vermont.

•

FRANK CAPRA, producer-director, has arrived here from the Coast.

•

MARTIN JUROW, producer, has returned to Hollywood from New York.

•

J. MYER SCHINE, chairman of the board of Schine Enterprises, has left Miami Beach for Los Angeles.

•

BOB HOPE left Hollywood yesterday for New York.

Funeral Services Today For Maxwell Anderson

Funeral services for Maxwell Anderson, Pulitzer prize-winning playwright with Laurence Stalings, author of "What Price Glory?," his most successful screen work, will be held at 2 P.M. today in St. Paul's Chapel, Columbia University. Anderson, who was 70, died last Saturday in Stamford Hospital, Stamford, Conn., following a stroke.

Among his most successful dramatic works which were made into motion pictures were "Winterset," "Mary of Scotland," "Saturday's Children," "Private Lives of Elizabeth and Essex," "Both Your Houses" and "Mary of Scotland." He collaborated on such screen plays as "All Quiet on the Western Front," "Rain," "Death Takes a Holiday," "Key Largo," "Joan of Arc" and "So Red the Rose."

RKO Theatres

(Continued from page 1)

reported separately. The consolidated net earnings of List Industries amounted to $3,277,765 for 1958, compared with $1,540,461 the preceding year. Net sales and operating revenues, including theatre admissions, in 1958 $47,703,200, compared with $55,433,254 the year before. Working capital was reported at $13,297,894 at the end of 1958.

RKO Theatres earnings in the early part of 1958 were poor, the report notes, but improved during the latter half of the year when more high quality pictures became available, with the result that 1958 earnings showed an improvement over 1957.

The report states that RKO Theatres management "is optimistic regarding the outlook for 1959 because of the good quality motion pictures which will be booked this year, elimination at the beginning of 1959 of the federal tax on admissions up to $1, new vending concession arrangements and other cost savings."

"We believe," it continues, "that a circuit like ours with theatres well located, attractive and carefully maintained can continue to be successfully operated."

"The number of pictures now being produced is still insufficient to satisfy exhibitor needs. However, there has been an effort on the part of Hollywood producers to make more of the blockbuster type which in each instance has proven that there is a good audience for top quality pictures."

Sol A. Schwartz is president of RKO Theatres, and Albert A. List, chairman and president of List Industries, is chairman of the board.

'Capone' Big $40,000

"Al Capone," the Burrows-Ackerman production being released by Allied Artists, brought in a "tremendous" box office total of $40,000 in the first four days of a three theatre engagement in the Miami area, AA said yesterday. The picture broke all box office records for mid-week opening at the Olympia, Beach and Gables Theatres in Miami, Miami Beach and Coral Gables on its world premiere last Thursday.

Earl McAvoy Dead

NORWALK, Conn., March 2.—Earl McAvoy, 45, producer-director in Hollywood for 18 years, died here at a local hospital. He had been a resident of Fairfield, Conn., for the past year. The deceased entered the directorial field with M-G-M in 1940 and 12 years later joined Columbia Pictures. He became an independent producer four years ago.

Dallas Wompis Hear Sheilah Graham Speak

Special to THE DAILY

DALLAS, March 2.—Sheilah Graham, Hollywood columnist and co-author of "Beloved Infidel," spoke at a luncheon of the Women of the Motion Picture Industry here. Miss Graham said Hollywood was still the glamor capitol of the world and that the doings of the famous stars—despite the inroads of television—were still front page news. Miss Graham came here to publicize her book and its filming by 20th Century-Fox this spring or summer.

Prior to introducing Miss Graham, R. J. O'Donnell, vice-president and general manager of Interstate circuit, lauded the Wompi's as "hard workers" in gaining friends for the industry and announced the "R. J. O'Donnell Award" to be presented to the chapter doing the best public relations job at their annual convention in Jacksonville, Fla., in September. The Dallas group, as national founders, have disbarred themselves from competing in the award.

Cleveland News Guild Hits at Censorship

Special to THE DAILY

CLEVELAND, March 2.—The executive board of the Cleveland Newspaper Guild has approved a resolution reaffirming its opposition to governmental censorship of movies in Ohio prior to exhibition. The resolution states: "Prior censorship in any form comes perilously close to violating the constitutional principle of freedom of speech and freedom of the press." The guild urged defeat of Ohio Senate Bill 115, known as the "Shaw Movie Censorship Bill," and any other legislation that would provide for censorship prior to exhibition of motion pictures in Ohio.

Named Md. Censor

BALTIMORE, March 2.—Norman C. Mason, of Crisfield, Md., has been appointed to the Maryland State Board of Motion Picture Censors by newly elected Governor J. Millard Tawes. It was not stated whom he will succeed but the term of Mrs. Maude Dorrance as vice-chairman expires next May. C. Morton Goldstein is chairman.

Sets Reade House Mark

Grossing in excess of $15,500 over the three-day weekend, "Gigi" broke all existing box office records at the Walter Reade Community Theatre, Morristown, N. J., Reade reported yesterday. The house is on a new policy of extended runs for top quality product, which it inaugurated with a four-week engagement of "Auntie Mame," immediately preceding the "Gigi" booking.

Alton, Ill. Repeals 4% Admission Tax

Alton, Ill. has repealed th 4 per cent admission tax an stituted an annual license fee to $200 on Alton movie t COMPO has been advised by R. Kennedy of the Publix States Theatres. The campa repeal was led by Isadore shienk, Southern Illinois distri ager of the circuit.

Service for Mack Go Song Writer, Is H

A funeral service for Mack who wrote the lyrics for man lar songs introduced in fil held yesterday at Riverside M Chapel. Gordon, 54, died Sat Roosevelt Hospital here after illness.

Academy Winner in 19

A member of Ascap and Friars Club, Gordon for ma was under contract to 20th Fox, where he worked wit Revel, and later in associati Harry Warren. In 1944 he an Academy Award for t "You'll Never Know," in "Hello, Frisco, Hello."

Julius Steger Dies Former Fox Exec

Julius Steger, former ac motion picture executive, die sleep on Feb. 25 at his hom enna, Austria, where he was was learned here yesterday.

From 1920 to 1923, Steger the Fox Film Corporation's N studios, producing such sile as "Does It Pay?," "No M Guide Her" and "Where Parents?" Steger also disti himself on the stage in "Jus

Roxy Books 'Life'

Universal's "Imitation of L have its New York premier Roxy Theatre in mid-April. T also played the original versi picture 25 years ago.

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-460
DEBORAH KERR • YUL BRY
in ANATOLE LITVAK'S Product
"THE JOURNEY
From M-G-M in METROCOLO
and GALA NEW STAGE SPECTA

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherw'n Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, New Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cl ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Ed'tor; William Pay, News Editor. Corresponden principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., V'ce-President; Theo J. Sullivan, dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publ'cations: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published da'ly as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscr'ption rates per year, $6 in the Americas and $12 foreign. Single c

ı Banyan Prods. Films and TV

am A. Harper, independent r, has formed Banyan Produc- ıc., to engage in theatrical and n motion picture production. t project for the new company the production of a low-bud- ure from an original screen- Charles J. Hundt. Distribu- not been set.

an is also developing two ideas as possible television for a series, it was stated. tions are now in progress for rights to two books, titles of vill be announced later.

ty Unit Selects e' for 1st Premiere

newly-formed First Nighter's the Cancer Control Research ion, sponsored by the Variety f New York Tent 35, has "The Diary of Anne Frank" irst premiere and has pur- large block of tickets for the 17 debut of the film at the lace here.

ecently formed unit, in which ship is obtained by a $500 to the Cancer Foundation, members to 10 pairs of tickets lway premieres each year.

Hartford Theatre Non-Film Activity

Special to THE DAILY

FORD, March 2.–Maurice rg, owner of the Parsons here, a 1,200-seat, one-time has decided to make the available on a rental basis day), not only for motion but also for group and asso- activity, such as meetings, ows or other organizational

ıeatre has been closed since bruary.

Radio Drive

ontinued from page 1)

of the business building ex- ommittee, told the TOA mid- ard meeting enough exhibi- y is on hand to start the cam- the spring. Exhibition has aised $159,500, he said, add- TOA's offer to put up an ad- 000, if necessary, still stands. will again request the busi- ding executive committee to lotion Picture Association at board meeting to match the funds so that the campaign rt, Stellings declared. The or the radio portion of the is $300,000, he reported, a ıich can be met if produc- bution matches the exhibi-

gs said TOA felt the start of campaign could be a pow- ulant for business. TOA was he declared, that MPAA ct favorably at its March He pointed out that the ords and material prepared ummer's use could be used ıg campaign.

Roger Lewis, United Artists national director of advertising-publicity, shown at yesterday's meeting with his executive assistant, Fred Goldberg.

UA to Spend Over $1,000,000

(*Continued from page* 1)

months in which to plan the tieup with the picture, and that record dealers will run cooperative ads plugging the albums and the picture.

Lewis said that UA's tieup with its record subsidiary is a good example of the results of "not picking diversification arbitrarily." Not only will there be three albums featuring "Some Like It Hot" music being distributed concurrently throughout the world, but also each album will very amply display art of Miss Monroe and her two co-stars, Jack Lemmon and Tony Curtis.

On other promotional fronts, "Some Like It Hot" is also stirring up "tremendous activity," Lewis said. National Sunday newspaper supplements, with a combined circulation of more than 45,000,000, carrying cover or extensive publicity breaks on the picture include the American Weekly, This Week, Parade, and Family Weekly. Full-page color ads for pictorial review papers in New York, Chicago, Detroit, Boston, Baltimore, Milwaukee, Los Angeles, San Francisco, Seattle and Pittsburgh have also been prepared.

In addition, Fred Goldberg, executive assistant to Lewis, said that Marilyn Monroe will personally telephone editors and critics throughout the nation from her New York apartment. "Can you image the stir a call from Marilyn is going to cause in the average newspaper office?", Goldberg asked.

Other phases of the all-media promotion include 10, 30 and 60-second TV trailers and radio announcements, foreign tours by Billy Wilder and Jack Lemmon, and special preview showings for opinion-making groups and organizations. A book promotion of the Billy Wilder-I.A.L. Diamond screenplay with the New American Library is already rolling. The paperback book gives full credits and is illustrated with production scenes.

Also present at the press conference yesterday were Mort Nathanson, publicity manager, Joseph Gould, advertising manager, and Mori Krushen, exploitation manager.

Progress Delayed on Merger Plans Bill

From THE DAILY Bureau

WASHINGTON, March 2. – The Senate Judiciary Committee delayed the progress of a bill requiring large firms to give the government advance notice of their merger plans.

A judiciary subcommittee had approved the bill earlier this year without hearings, and speedy full committee approval was expected. But the full committee today ordered the subcommittee to hold hearings.

The Administration endorses the bill, but business groups oppose.

'Inn' Big on Circuit

"The Inn of the Sixth Happiness" grossed a towering $247,000 in the first five days of its week-long run on the RKO circuit here, theatre officials said yesterday.

'Ziegfeld Story' Set For 1960 by Metro

From THE DAILY Bureau

HOLLYWOOD, March 2. – "The Ziegfeld Story" has been scheduled by M-G-M as one of the top musical extravaganzas of 1960, designed not only for an all-star cast but as a showcase for new talent, it was announced today by Sol C. Siegel, vice-president in charge of production.

To have an original story format, the film will feature the music made famous by Ziegfeld when he dominated show business on Broadway.

Rappaport Remodelling

BALTIMORE, March 2.–I. M. Rappaport, owner of the Hippodrome Theatre here, will close the house after Easter for a complete remodeling. Both the interior and the front will be rebuilt.

PEOPLE

Louis Pollack, public relations director of the Screen Writers Branch of Writers Guild of America, West, will relinquish those duties, effective May 1, to devote his time to the writing of his second book.

□

Mrs. Eric Johnston, wife of the president of the Motion Picture Association of America, has been selected by "McCall's Magazine" and the Women's City Club of Washington to receive a 1959 Togetherness Award.

□

O. B. Hanson, vice-president of Radio Corp. of America in charge of engineering services, has retired from the company but will continue as a consultant. He has been an RCA vice-president since 1954.

□

Lawrence T. Young, manager of the Cleveland sales district for Wilding Picture Productions, Inc., Chicago, has been elected vice-president of the company in charge of the Central Sales Division.

□

Kenneth A. Hoagland, director of color research and development at Allen B. Du Mont Laboratories, has resigned. **Hoagland** has been directing the commercial development by Du Mont of the Lawrence chromatic single-gun color tube under contract with Paramount Pictures.

□

Arthur N. Schuman, nephew of **A. M. Schuman,** industry pioneer currently serving as consultant to the Community Theatres, Hartford, has been named manager of the publications department and news bureau of Lee Isenberg Associates, Hartford advertising agency.

Anti-Trust Suit Filed On Baltimore Runs

Special to THE DAILY

BALTIMORE, March 2.–Edmondson Village Theatre, Inc., headed by I. M. Makover, has filed an anti-trust suit against the major distributors and others charging a conspiracy to limit first-run product to only seven downtown Baltimore theatres.

The seven theatres to which the suit claims first-run product is "restricted" are the Hippodrome, Town, Stanley, Mayfair, New, Century and Little. Named as defendants in the suit are Jack Fruchtman and I. M. Rappaport, operators of the theatres named.

In the suit Edmonson Village charges it has asked for first-run films from distributors but been refused and forced to wait for a 21-day clearance from the end of the engagements of the seven theatres. Damages in the amount of $150,000 are asked in addition to an injunction against the alleged agreement to restrict first-runs.

UA LEADS TH

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"I WANT TO LIVE"
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CHARLES LANG, JR.

BEST SOUND RECORDING

"I WANT TO LIVE"
GORDON E. SAWYER

BEST ACTORS

TONY CURTIS
in "THE DEFIANT ONES"

DAVID NIVEN
in "SEPARATE TABLES"

SIDNEY POITIER
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"THE HORSE'S MOUT
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"I WANT TO LIVE"
NELSON GIDDING
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"SEPARATE TABLES
TERENCE RATTIGAN
and JOHN GAY

Topping Every Oth

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OMINATIONS 26

BEST ACTRESSES

SUSAN HAYWARD

in "I WANT TO LIVE"

DEBORAH KERR

n "SEPARATE TABLES"

BEST SUPPORTING ACTORS

THEODORE BIKEL

"THE DEFIANT ONES"

BURL IVES

n "THE BIG COUNTRY"

EST MOTION PICTURE SCORE

THE BIG COUNTRY"

JEROME MOROSS

SEPARATE TABLES"

DAVID RAKSIN

BEST DIRECTION

"THE DEFIANT ONES"

STANLEY KRAMER

"I WANT TO LIVE"

ROBERT WISE

BEST SUPPORTING ACTRESSES

WENDY HILLER

in "SEPARATE TABLES"

MAUREEN STAPLETON

in "LONELYHEARTS"

CARA WILLIAMS

in "THE DEFIANT ONES"

BEST FILM EDITING

"THE DEFIANT ONES"

FREDERIC KNUDTSON

"I WANT TO LIVE"

WILLIAM HORNBECK

otion Picture Company!

Television Today

Continental Oil

(*Continued from page* 1)

lease from Loew's, Inc., covering its M-G-M studios in Culver City.

The oil company will apply immediately for drilling permits from the City of Culver City. When permits are granted, it is planned to start drilling an exploratory well within 90 days at a location on the M-G-M property, Lane stated.

NBC Planning Record Hours of Colorcasts

New records in network color programming will be set in March by the National Broadcasting Company. During the month, the network will present more nighttime and Sunday color programs than in any previous month. Likewise, it will present a record number of specials in color, ranging from light comedy and musicals through opera, drama and documentary programming. Altogether, counting both specials and regularly scheduled shows, NBC will telecast at least 67 hours in color during the month.

Sunday will be an especially big color day throughout March. There will be three hours of color programs on March 1, four and a half on March 8, three and a half each on March 15 and March 22, and at least three hours on Easter Sunday, March 29. On Easter the colorcasts will include two one-hour Mary Martin shows, one in the afternoon for children (and parents) and one at night for parents (and children).

Special Commercial On NBC Spectacular

Pontiac had a special commercial for the NBC spectacular, "Accent on Love," Saturday night from 9 to 10 P.M. The commercial was a 2¼-minute comedy-drama concerning a woman who consults a psychiatrist about her husband, who thinks he is a Pontiac.

Spot was produced and directed by William S. Kent of National Screen Service, and was written by Dick Maury, Mark Lawrence and Ted Allegretti of MacManus, John and Adams. Ted Allegretti produced for the agency. Art direction and production sets were by Sal Tortora and Al Brenner.

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Screen Gems Enters Commercial Production

Screen Gems has purchased Elliot, Unger & Elliot, Inc., commercial production company here, and hired the key commercial production personnel of Universal Studios to serve as the West Coast branch of the new Elliot, Unger & Elliot division.

With these moves Screen Gems will be able to produce not only commercials but also documentary, training and industrial pictures, both on film and videotape. Elliot, Unger & Elliot, which has been making TV commercials since 1946, has two videotape studios in New York in addition to two film studios here.

Screen Gems' production operations are at the Columbia studios in Hollywood, which now also becomes the base of the West Coast branch of the Elliot, Unger & Elliot division. These facilities include 26 sound stages and permanent outdoor sets.

Former Universal executives who have joined Screen Gems are Joe Swavely, who will serve as West Coast general manager of the Elliot, Unger & Elliot division, and Richard Kerns, who will be production supervisor under Swavely. Al Mendelsohn, who recently left Universal to join Elliot, Unger & Elliot, will be sales manager for both the East and West Coast branches of Elliot, Unger & Elliot, which will function as a separate division of Screen Gems under the supervision of Stephen and Michael Elliot and William Unger.

New Bidders for MBS After Factor Withdraws

Negotiations for the sale of Mutual Broadcasting System are under way with two prospective new purchasers following the collapse late last week of talks for the sale of MBS to Max Factor & Co., a spokesman for MBS said yesterday. The two new negotiators were not named but it was said that one was a broadcasting group and the other a "major" industrial concern listed on the New York Stock Exchange.

Mutual was among the companies which were headed by A. L. Guterma, who resigned Feb. 13 and sold his stock to Hal Roach, Jr., after the S.E.C. had brought charges against Guterma for alleged violations of Federal securities laws.

CNP Series Forge Ahead

Two CNP series have forged to the forefront in Boston's Monday-through-Friday rating handicap, according to the latest ARB figures. "The Silent Service" and "Flight" registered 23.5 and 20.0, respectively, to lead all other syndicated shows in the three-station Hub City market. Both film series are telecast on WBZ-TV.

Fox to Release

(*Continued from page* 1)

roadshow film following its world premiere at the RKO Palace Theatre here on March 18.

Six of the releases for April through September are based on best-selling novels, three on Broadway stage successes, and the others are original screenplays.

The complete list follows:

April: "Warlock" and "Compulsion"

May: "Woman Obsessed" and "Say One for Me"

June: "The Man Who Understood Women" and "Holiday for Lovers"

July: "Blue Denim" and "The Love Maniac"

August: "Casino" and "The Alaskans"

September: "The Blue Angel" and "The Best of Everything"

Kansas Board

(*Continued from page* 1)

had required that a scene depicting a "natural childbirth" be deleted before a license would be granted. The distributor refused to make the cut and threatened court action.

Subsequently the board was chided by Kansas attorney general John Andersen who said it had exceeded its powers and should revise its rules and regulations to conform with the Kansas Supreme Court ruling in 1958 on "The Moon Is Blue." Legislation is currently pending in the state legislature to disband the censor board.

'Pennypacker' Big in Cleveland Saturation

Special to THE DAILY

CLEVELAND, March 2. – Bypassing the usual downtown first-run engagement of a major picture, 20th-Fox gave "The Remarkable Mr. Pennypacker" its first Greater Cleveland showing simultaneously in ten selected neighborhood houses. Combined gross was a big $30,000. All houses played the picture one week.

In spite of this success, the policy will not be adopted generally by 20th-Fox, it is understood.

Eric Blore Dies

HOLLYWOOD, Mar. 2. – Eric Blore, 71, one of the screen's better know portrayers of butlers, died here last night of a heart attack. His film credits include "Flying Down to Rio." "Diamond Jim," "Top Hat" and "Fancy Pants."

Services will be held on Thursday, from Pierce Bros. Funeral Home here.

Orowitz Rites Held

LOS ANGELES, March 2. – Funeral services have been held here for Ely M. Orowitz, veteran circuit executive. At the time of his death he was manager of the Belmont Theatre here. Surviving are his widow, the former actress Peggy O'Neil, a son and a daughter.

Set Dates for TOA 1960 Convention

From THE DAILY Bureau

WASHINGTON, March 2. - 1960 convention of the Theatre ers of America will be held Ambassador Hotel in Los A from Sept. 11 to 17, the TOA announced.

The board also said its 195 vention would be held in conju with a National Association of cessionaires trade show. This convention has already been s Nov. 8 through 12 at the Sh Hotel in Chicago.

Easing of T

(*Continued from page* 1)

cent credit now permitted on corporate dividends.

The recommendation came the President's special committ foreign economic practices, set u year to outline changes on al foreign economic policies. Th ministration, of course, does no to approve the recommendatio fact, the Treasury Departmen be expected to fight them bitte

Today's Ruling Variable

Right now, some foreign ea are taxed when earned and som when remitted, depending on t ganization the U.S. firm uses fo rying on its overseas business when the earnings are counted are fully taxable at the 52 pe rate, just as though they were

Dr. Flick Named

(*Continued from page* 1)

tive assistant to Dr. James E. Jr., Commissioner of Educatio been appointed Associates Co sioner for Cultural Education Special Services at an annual of $18,500.

Wide Supervisory Powers

In the new position, establishe year by the State Board of Re Flick will supervise the Divisi Motion Pictures, Division of E tional Communications (tele and audio-visual aids), State Li Division of Intercultural Relatio Education, Archives and History State Museum and Science Se Associated with the Education partment almost continuously 1928—except for six years of Service during World War II - 53-year-old Flick will assume his post March 26.

Bill Doll to Embass

(*Continued from page* 1)

for the late Mike Todd for years, resigned last week as he Columbia Pictures' publicity uni Samuel Goldwyn's "Porgy and His work for Embassy will aug that under the direction of Si Blumenstock, advertising - pub director.

ied Concurs

Continued from page 1)

d as well as pay-TV. Up to llied has refrained from voic- opposition to wired pay-TV.

meeting of the joint com- here representatives of all ex- associations agreed to fight all of toll-TV, and blueprinted o raise $100,000 for a cam- o support the Harris resolu- pay-TV. This resolution, in- d by House Interstate Com- Committee Chairman Oren (D., Ark.) would permit the Communications Commission orize only a limited technical pay-TV.

Calls it 'Culmination'

F. Harling, co-chairman of it committee, told the board ssage of the Harris resolution successfully culminate our ears of work by providing the law for outlawing cable as broadcast pay-TV as being the public interest." The Joint tee has directed that all its be devoted to assisting the of the Harris bill, he said.

ng explained that the Joint tee felt it was not the intent Harris resolution to permit a for any pay-TV test programs might be authorized by the We feel that the resolution as written does not sanction a out just permits technical tests TV," he said. "If Congress- arris amends his bill to read charge can be made for the e will examine the bill again time."

FCC Opinion Differs

FCC gave a very different tation of the Harris bill over kend, saying that any test of would necessarily include a charge and that it felt this ctioned in the bill.

ng said that many board mem- o went to the Capitol this asked their Senators and atatives to support the bill. it Committee will now begin roots campaign," he said.

oint committee was given a on the bill by Marcus Cohn, Vashington firm of Cohn and who was retained by the com- s its special counsel for the n. The meeting was attended esentatives of TOA, Allied he Metropolitan Motion Pic- atre Owners, the Independent Owners, the Southern Cali- heatre Owners and the Ken- heatre owners.

TOA Board Backs Support of ACE; Members Meet With Congressmen

From THE DAILY Bureau

WASHINGTON, March. 2. – The board of directors of Theatre Owners of America today completed an action-packed mid-winter meeting calling for continued support to the American Congress of Exhibitors; a meeting with Defense Department officials on the question of pre-release of motion pictures to Army and Air Force post theatres; heard a report on the action of the Small Business Administration in extending its loan eligibility to drive-in theatres.

Extensive meetings between TOA board members and their representatives in Congress were held.

All of the board's agenda was finished today, even though the meeting had originally been scheduled to continue through tomorrow. Only a few committees were expected to remain here tomorrow morning, working out some minor details. In effect, the scheduled meeting finished tonight, with a reception for Congressmen and Senators given by the sixty-odd members attending the board meeting.

O'Donnell at Pentagon

Robert O'Donnell, chairman of the TOA Army-Navy pre-release committee, reported that a meeting this morning with Pentagon officials resulted in "progress in the efforts of motion picture exhibitors to find a formula to permit military theatres to play pictures after commercial theatres." Meetings will be continued, he said, in an effort to reach a satisfactory solution. It is expected, however, that the next few meetings will be in New York.

The board resolved to continue its "close support" of ACE and urged not only all its members but all non-TOA exhibitors "to lend the full force of their energies and cooperation" to ACE, "in the firm belief that the salvation of our industry rests not alone in its organizations but in the active participation of every individual American theatre owner and operator in the solution of our common problems."

The resolution was passed after a report on the program and objectives of ACE, given by its first rotating chairman, S. H. Fabian.

Many Visit Capitol Hill

One of the accomplishments of the meeting was its impact on Capitol Hill. Virtually all board members spent the morning on the Hill, discussing with their Congressmen and Senators such problems as toll-TV, minimum wage, Army-Navy pre-release and any local questions they may have had.

A TOA spokesman estimated that two-thirds of the Senate and one-third of the House members were seen by the TOA visitors. In several cases a board member was able to see Senators and Congressmen.

Philip Harling, chairman of the TOA Small Business Administration Committee, told the board that SBA can, if it desires, "open up broad avenues of credit to enable a much-needed shot in the arm to rehabilitate theatres of the country so that our patrons can really enjoy a night at the movies."

Will 'Take Time,' He Says

Harling pointed out that the process could be long, "because SBA is almost certain to move slowly and conservatively." He warned that it would "take time, patience and persistence to break through the barrier, but it can be done."

Harling explained to the board SBA's recent action in permitting drive-in theatres to apply for loans and urged exhibitors "to take the time to process an application." "The money is there and can be borrowed," he said, "but while the rules are still harsh we nevertheless will continue to press for less stringent regulations."

Heads of state TOA units were urged at a luncheon today to report local legislative problems to national TOA as quickly as possible. TOA president George Kerasotes asked the units to report state activities in the areas to minimum wage, censorship, admissions taxes and daylight saving time, so that TOA can coordinate assistance to state and regional units.

Tells of Stock Profit

Kerasotes reported on TOA's purchase of film company stocks earlier this month, and the board approved the action. He announced that as of the market closing on Feb. 26, TOA had made a total profit of $275 on its purchases.

In another action, the board voted to make a new program of accidental death and dismemberment insurance coverage for business and pleasure travel available to TOA members.

Among other board actions was approval of the program of the Council of Motion Picture Organizations, as outlined by Albert M. Pickus, chairman of the TOA executive committee and alternate for Samuel Pinanski, TOA member of the Compo triumvirate.

TOA Resolution Honors Memory of M. A. Lightman

From THE DAILY Bureau

WASHINGTON, March 2. – The board of directors of the Theatre Owners of America in a resolution passed today expressed its sympathies to the family of M. A. Lightman, Sr.

The resolution declared that Lightman had participated in the founding of TOA and "lent his wisdom, guidance and leadership to the affairs of TOA for more than a decade."

MinimumPay

(*Continued from page* 1)

the "service establishments" category to which it would extend coverage. He also listed three bills in the house –two by Rep. Zelenko (D (N.Y.) and one by Rep. Addonizio (D., N.J.)– provisions of which have the same general objectives as the Senate bill and also would raise the minimum wage from $1.00 to $1.25 an hour. Theatres are now exempt from law; recent proposals have been to extend the law to larger theatre chains and individual theatres.

When Kennedy and Morse introduced the bill last month, Kennedy's aides said they did not believe the bill extended coverage to theatres. Labor Department officials, however, indicated–as did Brylawski–that under traditional labor department definitions, theatres would probably be included in the extended coverage.

Hearings Later This Month

Brylawski said hearings could be expected before a Senate sub committee headed by Kennedy later this month. He pointed out this would give the industry very little time to organize a presentation. House hearings are further off.

Brylawski asked for "a large, active committee from all our units to start work immediately to secure the exemption of the movie industry from the new bills." He added, however, that it was a problem for all exhibitors, and that "if it properly falls within the wider scope of the American Congress of Exhibitors or the Council of Motion Picture Organizations, the campaign should be undertaken by them."

Brylawski was awarded a plaque today in recognition of his services to the physically handicapped.

The presentation was made at the TOA board meeting, along with a letter of commendation and appreciation from the president's Committee on the Physically Handicapped.

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MULTIPLE WORLD PREMIERE OF ALLIED ARTISTS "AL CAPONE" SET A NEW ATTENDANCE AND GROSS RECORD OF ALL TIME FOR MIDWEEK OPENING AT OUR THREE FLAGSHIP HOUSES-OLYMPIA THEATRE, MIAMI, GABLES IN CORAL GABLES, BEACH IN MIAMI BEACH. AUDIENCE REACTION TREMENDOUS. FOR FIRST TIME ALL DAILY PAPERS PRAISED A FILM EDITORIALLY. CRITICS, TV AND RADIO COMMENTATORS UNANIMOUSLY ACCLAIMED AND ENDORSED PRODUCTION OF "AL CAPONE" AS FASCINATING, TIMELY ENTERTAINMENT. CONGRATULATIONS AND THANKS FOR GIVING US THIS BLOCKBUSTER.

HARRY BOTWICK, SOUTHEASTERN DISTRICT MANAGER
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ALLIED ARTISTS presents

AL CAPONE · starring **ROD STEIGER** · co-starring **FAY SPAIN** · **JAMES GREGORY** · **MARTIN BALSAM** · with **NEHEMIAH PERSOFF**

Produced by JOHN BURROWS and LEONARD ACKERMAN · Directed by RICHARD WILSON · Written by MALVIN WALD and HENRY F. GREENBERG · Music by DAVID RAKSIN · A BURROWS-ACKERMAN PRODUCTION

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Anti-Trust Suits

stice Asking oaderPower Investigate

Also Backs Proposal ncrease Authority

By J. A. OTTEN

SHINGTON, March 3. – The Department and Federal Commission urged a Senate ry Subcommittee to give Jus- oader investigating powers in ıst suits.

ifically, they endorsed a pend- pposal to give the department ty to compel business firms to e documentary evidence needed stigations looking toward civil st suits.

t now, Justice can compel the

(Continued on page 2)

. '58 Film Exports ed at $43,368,050

rom THE DAILY Bureau

HNGTON, March 3.–U.S. ex- of motion picture films and ent were just about at the vel as in 1958 than 1957, the nent of Commerce has re-

chief Nathan B. Golden said ipments were valued at $43,- just a shade lower than the ,207 valuation of the 1957 its. Golden said there was a e increase in rawstock ship- but this was more than offset

(Continued on page 3)

L. Warner Week ks All Records

operative effort of exhibitors sales organization of Warner s resulted in the biggest sin- k's business in Warner Bros. during "Jack L. Warner February 22-28, highlight of rent "Welcome Back Jack,"

Continued on page 3)

ISION TODAY—page 8

N. Y. Council of Churches Takes 'Middle Position' on Censorship

Special to THE DAILY

ALBANY, N. Y., March 3.–The New York State Council of Churches (Protestant), which will file a memorandum tomorrow setting forth its position on the four motion picture bills introduced by the Joint Legislative Committee on Offensive and Obscene Material, took what is described as "a middle position" on censorship, in a section dealing with "Mass Communications" that is part of its "Statement of Legislative Principles for 1959."

This reads: "We are deeply concerned over the influence exerted by moving pictures, television, radio, comic books, magazines and books on the minds of immature people. There is always a tendency for the bounds of decency to be exceeded and for

(Continued on page 2)

Skouras Again Heads Red Cross Campaign

Spyros P. Skouras, president of 20th Century-Fox, has been named motion picture industry chairman for the 1959 American Red Cross campaign.

Spyros Skouras

In accordance with his custom over the years during which he has held the same post, Skouras will be host to industry leaders at a luncheon at the Metropolitan Club here on March 10. General Alfred Gruenther, national president of the Red Cross, and other officials of the organization, members of government and film personalities are expected to attend the luncheon.

Reserve Decision on Loew's Application

Decision was reserved by Judge Edmund Palmieri in New York Federal Court yesterday on the application of Loew's Theatres to acquire two drive-in theatres near South Bend, Ind. There was no opposition to the petition from Department of Justice officials.

Objections were raised at the hearing, however, by a representative of

(Continued on page 3)

No Second Public Meeting on Censor Bills; Industry Opposition Established: Younglove

Special to THE DAILY

ALBANY, N. Y., March 3.–The Joint Legislative Committee on Offensive and Obscene Material will not hold another public meeting on the four bills it introduced to license motion picture theatres, extend the State Education Department's motion picture division control of advertising by exhibitors and distributors and empower that division to classify certain films as "unsuitable for children subject to the compulsory education law of the state."

Chairman Joseph R. Younglove said this when asked last night about the report of another session.

There will be a meeting of joint committee, but this, Younglove added, will not take place during the current week. More matters, including the annual budget are on the agenda.

Younglove commented that by the New York City hearing-adduced testimony, pro and con, the film industry's opposition has been established. The joint committee will take whatever course on the bills its members deem wise, and in due time, he said, but he gave no clue on final decision.

The assumption here is that if the joint committee recommends favorable action, the bills will be reported by standing committees–public education in the Senate, and judiciary in the assembly.

One point made in New York which impressed joint committee members, it is reported here, was that referring to exhibition of motion pictures in schools and other places outside theatres.

Under Study

Report on TV Interests Now In U.S. Court

Major-Company Holdings Listed for Palmieri

A detailed report on the television interests of all major companies has been completed by the Department of Justice and delivered to Federal Judge Edmund L. Palmieri.

The report now is under study by the jurist and the next move, if any, is up to him. There was no indication yesterday what further action, if any, might be expected.

The report was prepared at the request of Judge Palmieri last December during the hearings in his Federal District court here on National Theatres' petition for authorization to acquire National Telefilm Associates. Judge Palmieri declined to approve the acquisition unless 20th Century-Fox disposed of an interest

(Continued on page 8)

Elect Byrne, Klune Loew's Vice-Presidents

John P. Byrne, M-G-M general sales manager, and Raymond Klune, general manager of the M-G-M Studios, have been elected vice-presidents of Loew's Inc., it was announced yesterday by president Joseph R. Vogel.

John Byrne

Byrne became general sales manager in December, 1957. Previously he had been assistant sales manager and prior to that was in charge of the Eastern Sales Division. He joined M-G-M as a salesman in the Denver branch in 1925.

Klune came to the MGM Studios in August, 1958. Previously he had served as production manager for 20th Century-Fox, David O. Selznick and RKO.

PERSONAL MENTION

CHARLES E. ROSENBLATT, vice-president of International Film Distributors, will leave here on Saturday for Europe.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from a trip to Tennessee.

•

BARNETT GLASSMAN, president of Pathe News, Inc., will return to New York on Friday following a cruise of the Caribbean.

•

LESLIE GRAND, British talent agent, will arrive here from London today via B.O.A.C.

•

ROSS HUNTER, producer, will arrive in New York on Saturday from Hollywood.

•

DONALD SCHINE, vice-president of the Schine Circuit, has returned to Gloversville from Miami Beach, where he conferred with **J. MYER SCHINE**, chairman of the board of Schine Enterprises, and **G. DAVID SCHINE**, president of the latter organization.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has returned there from Tennessee.

•

ALBERTO LATTUADA, director, has left New York for Paris.

'U' Names Schlaifer

Universal Pictures has appointed Charles Schlaifer & Company, Inc., of New York as its advertising agency replacing Cunningham & Walsh, Inc., which resigned the account, it was announced yesterday by David A. Lipton, Universal vice-president. The new agency's first assignment will be on "Imitation of Life."

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TOPS IN TRAILERS

Post Office Won't Rule On 'Maja' Ad in Mails

From THE DAILY Bureau

WASHINGTON, March 3. – The Post Office Department has ducked a ruling on whether United Artists could use Goya's famous "Nude Duchess" painting in its newspaper advertising for "The Naked Maja."

The company had asked the department for an "advisory ruling" on whether newspapers carrying such an ad would be barred from the mail. General counsel Herbert B. Warburton replied that the department couldn't actually rule on the ad until it actually appeared in a publication that went through the mails, and that much would depend on how the picture was used and what kind of captions appeared with it.

In New York yesterday, Roger Lewis, national director of advertising, publicity and exploitation for United Artists, said that to his knowledge UA had received no word from the U.S. Post Office on the company's bid for a ruling on the use of the Goya nude in its newspaper advertising. He pointed out that the ad has already gone through the mails in three different tradepapers.

Lloyed Heads Europe 'Porgy' Advertising

From THE DAILY Bureau

LONDON, March 3. – Samuel Goldwyn and Columbia Pictures have announced the appointment of Euan Lloyed as European supervisor of advertising, publicity and exploitation for Goldwyn's production of "Porgy and Bess." Under its agreement with Samuel Goldwyn, Columbia is organizing special sales and advertising-publicity units on a world-wide basis to handle road show distribution of "Porgy and Bess." Lloyed will operate Columbia's headquarters here.

In order to accept the appointment, made during his recent visit to New York and Hollywood, he will shelve his production plans for about one year, leaving himself free to work exclusively for Samuel Goldwyn.

Para. Names Cooper

HOLLYWOOD, March 3.–Jack Cooper has been made assistant publicity manager at the Paramount Pictures Studio, under Herb Steinberg, studio publicity manager. Cooper had been handling press planting in Hollywood for Paramount. Before joining Paramount at the beginning of this year, Cooper for several years directed pre-release and release promotional campaigns for a number of independent production companies under the United Artists banner.

Justice Asks

(Continued from page 1)

production of business records in proceedings looking toward criminal suits, but can compel records in proceedings looking toward civil action only through grand jury proceedings. The pending bill would permit a "civil investigative demand" similar to a subpoena. Justice officials said they would have no objection to making this apply equally to individuals, but thought this broadening might slow the progress of the bill through Congress.

Hearing Tomorrow

The subcommittee, headed by Senator Kefauver (D., Tenn.), will hold hearings Thursday on a bill to require large firms to give the government advance notice of merger plans.

Church Council

(Continued from page 1)

obscenity, brutality and crime to be exploited by agencies of mass communication."

"On the other hand," continued the statement, "legislation supporting decency can do more harm than good if it: (1) violates basic civic rights; (2) inhibits the free flow of bona fide ideas however unpopular they may be with our own or other groups; (3) substitutes the ideas of any particular group for the test of public acceptance of that which is, in good faith, intended as art or literature.

"Within these boundaries," concluded the statement, "we will support legislation looking toward the maintenance of decency in the use of mass communications. We will not uncritically support every measure proposed in the guise of preventing indecency."

Lou Costello, Comedy Team Member, Is Dead

From THE DAILY Bureau

HOLLYWOOD, March 3. – Lou Costello, 53, member of the comedy team of Abbott and Costello, died of coronary attack late this afternoon at Doctor's Hospital, Beverly Hills. The comedian recently completed a film for Columbia, "Lou Costello and his 30 Foot Bride."

Today's attack was the second suffered by the comedian. He was stricken five days ago, but was believed to be recovering.

Born in Paterson, N. J., Costello came to films from burlesque, stage and radio. Teamed with Bud Abbott the pair made several highly successful films and were voted among the ten Money-Making Stars in the Motion Picture Herald-Fame polls of 1941-44 and 1948-51.

Cragin Will He Variety Concla

Special to THE DAILY

LAS VEGAS, March 3.– Cragin has been appointed chairman for the annual conv of Variety Clubs International starting March 31. Cragin, a member of the Las Vegas Tent over the convention chairm from Jacob Kozloff, who relinq the post due to business whi kept him out of town.

Registration, which is expec reach a record number of som barkers from the United States don, Dublin, Mexico City and ada, will begin on Monday, Ma in the Hotel Thunderbird. A mony to mark the grand open Las Vegas' convention hal formally launch the Variety ence at 11:30 A.M. Tuesday, 31. It will run through April

Key committee chairmen with Cragin are: Ben Goffstei ber Clark, John DeLuca, Gen phy, Bob Loden, Clifford Jones Messing, Tony DeCarlo, Keller, Dave Eisenberg, Fred Charles Howell, Ivan Ann Harry Farnow, Jerry Weiler, Diederich, Harry White, Morelli, Jack Doyle, Jack Mrs. Averill Dalitz and Mrs Atol.

International Chief Barker Eby has forwarded to Crag recommendations of all newly chief barkers with whom he h ducted regional meetings in t ten days.

Johnston Due in D Sat.; To Report on

From THE DAILY Bureau

WASHINGTON, March 3.– Picture Association president Johnston is due back here on day from a month's tour of t East.

Johnston is expected to re the Motion Picture Export tion board in New York earl week. During his tour, he Japan, Indonesia, Hongkong mosa and Malaya, talking to t ernment officials in each coun

Levine Talks 'Hann

HOLLYWOOD, March 3.– tion plans for Embassy P "Hannibal" will be set here seph Levine, president of E who arrived today for talks w tavio Poggi, producer. The will be filmed next summer Alps, using American stars.

During his visit, Levine al complete summer distribution for his latest film, "Hercules."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten. National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square. W. 2. Hope Williams Burnup, Manager; Peter Burnup. Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

falo Exhibitors
d Meet on ACE

Special to THE DAILY

FFALO, March 3. – With
e H. Mackenna and Andy Gib-
o-chairmen, presiding, the Buf-
xchange area of the American
ess of Exhibitors met yesterday
Variety Club, at which time
tors attending were urged to
Senator Walter Mahoney and
or Earl W. Brydges, Niagara
and ask them to vote against
t to amend the education law
ation to licensing motion pic-
heatres.

kenna and Gibson urged all ex-
s in the exchange to join ACE
end in their fees. It also was
d to meet the first Monday of
month in the Delaware Avenue
uarters of Tent 7.

handler Forms New
lic Rel. Outfit

Wolhandler has announced the
tion of Wolhandler Associates, a
public relations organization to
lize in the entertainment field.
ndler recently resigned as vice-
ent in charge of the New York
of Rogers & Cowan, with which
s been associated since 1951. A
n of 15 years in show business,
to his association with Rogers
wan, Wolhandler worked for in-
dent motion picture produc-

ile specializing in television
m and motion picture promo-
Wolhandler Associates will also
industrial public relations. The
ny's East Coast headquarters
e at 406 E. 50th Street. West
headquarters and personnel will
nounced shortly.

Y. Assembly Favors
lier Show-Starting

Special to THE DAILY

BANY, N. Y., March 3. – The
bly passed today, by a vote of
30, a bill amending the penal
permit the start of profession-
rts and entertainment on Sun-
t five minutes past one instead
P.M.

Senate had previously adopted
easure, which would take effect
liately, if signed by the Gov-

William F. Condon of Yon-
and Assemblyman Julius Volker
ffalo, co-sponsored the act.

A. Horning Dies

LLYWOOD, March 3.–William
Horning, 54, supervising art
or at the MGM studio, is dead
home. Interment will be in
, Calif., tomorrow.

ning had been nominated for
ademy Award six times, includ-
current nomination for his work
gi." Survivors include his wife,
and three sons. Family re-
contributions be sent to Amer-
ancer Society in lieu of flow-

Film Exports $43,368,050

(*Continued from page* 1)

by decreased exports of exposed feature films and most classes of equipment.

Exports of exposed feature films, both 35 mm. and 16 mm., dropped from 340,245,123 linear feet valued at $12,000,791 in 1957 to 321,856,505 feet valued at $11,592,907 last year. A drop in shipments of 35 mm. positive feature films more than offset increases in shipments of 35 mm. negative and 16 mm. positive and negative features.

Rawstock exports rose from 554,216,184 linear feet valued at $14,784,138 in 1957 to 587,923,255 linear feet valued at $16,287,879 last year, with most of the increase in the 8 mm. category.

Equipment shipments were valued at $15,487,264 last year, about 7 per cent below 1957 exports of $16,689,278. Shipments of all types of projectors, 35 mm. and 16 mm. cameras, arc lamps, and studio equipment dropped, while exports of 8 mm. cameras, motion picture screens and projection equipment rose.

Russian Film Pact Scored by Veterans

From THE DAILY Bureau

WASHINGTON, March 3.–The Veterans of Foreign Wars strongly attacked the proposed U.S.-Russian film exchange.

National Commander John W. Mahan issued a statement declaring his group "at the present time opposes any film exchange with the present Soviet government." He said the VFW feels that the Russian government would use the exchange "as another propaganda missile, rather than for what it was intended – an exchange of cultural programs."

The exchange is not in the best cultural or political interests of the United States, Mahan insisted. He said that the American people and their leaders should be able to see plainly, during the current Berlin crisis, that the Russian government wants to "rattle the sabers of war" rather than have "an honest cultural exchange."

Plan New Theatre In N. J. Shop Plaza

Special to THE DAILY

NEWARK, N. J., March 3.–Negotiations are nearly completed for a new motion picture theatre to be constructed in the Garden State Shopping Plaza at Rte. 4 and 17, Paramus, N. J. Sturgis E. Chadwick, vice-president of Garden State Plaza Corp., announced that Fabian Enterprises, Inc., and Eastern Management Corp., drive-in circuit in New Jersey, would jointly build and operate the new theatre.

Edward L. Fabian, of Fabian Enterprises, and Sheldon Smerling, of Eastern Management, in describing the new theatre, stated that it would have 1200 seats, and would be equipped for Todd-AO in addition to regular projection devices. They stated that in addition to motion picture presentation, the theatre would be readily adaptable for live shows and community uses for meetings, graduations, and fashion shows. The theatre will contain a skylight lounge where patrons can relax with refreshments and enjoy various types of cultural exhibits.

Jack Warner Week

(*Continued from page* 1)

sales drive. Figures compiled yesterday revealed a gross that exceeds by almost 15 per cent the company's previous all-time record established during the first week of August, 1946, when Warner Bros. celebrated the 20th anniversary of sound, the company said.

The week's goal, set by drive co-sponsors Benj. Kalmenson, Wolfe Cohen and Charles Boasberg, was surpassed as overall figures reached 150.14 per cent of the quota. All 32 United States branches and six offices in Canada exceeded their respective quotas, with the New York branch achieving the top percentage of 240.87 of its quota for the week.

In foreign branches, different weeks have been designated "Jack L. Warner Week" and, as a result, international returns have not been compiled.

Reserve Decision

(*Continued from page* 1)

the Palace Theatre in South Bend, who contended that the acquisition by Loew's would unduly restrain competition in the area. The Palace is an indoor theatre. In addition, a letter was submitted by Trueman Rembusch of Allied Theatre Owners of Indiana opposing the petition on the same grounds.

Judge Palmieri said he would take the objections under consideration.

Both theatres would be leased from Mrs. L. Cochevetty. Loew's would acquire a lease on the Starlight Drive-in, half way between South Bend and Elkhart, and a sublease on the Moonlight Drive-in, about three miles south of South Bend.

Castle Joins Columbia

HOLLYWOOD, March 3.–Samuel J. Briskin, vice-president in charge of West Coast operations for Columbia Pictures, has announced that William Castle and associates will check into Columbia March 16 to prepare a program of four independent productions to be filmed over a two-year period. First on Castle's schedule will be an original idea by Castle, which is slated to go before the cameras in May.

Dirksen Hits Bill On Tax Deferment

From THE DAILY Bureau

WASHINGTON, March 3.–Senate Republican leader Dirksen (R., Ill.) announced strong opposition to a pending bill to provide tax deferment for exhibitors and other self-employed people.

The bill, already approved by the House Ways and Means Committee over Treasury Department opposition, is slated for a House vote March 16. It would permit self-employed people to defer taxes on limited amounts of earnings each year, providing these amounts were put into specified types of retirement plans. Taxes would be paid, usually at lower rates, when the individuals retired and started withdrawing the money.

Estimates Revenue Loss

Dirksen said he had expressed opposition to the bill at this morning's conference of Republican legislative leaders at the White House, arguing that it would cost the treasury $365,000,000 of revenue a year and would lead to demands for similar tax treatment by many other groups.

Heavy Promotion for 'Tempest' Next Week

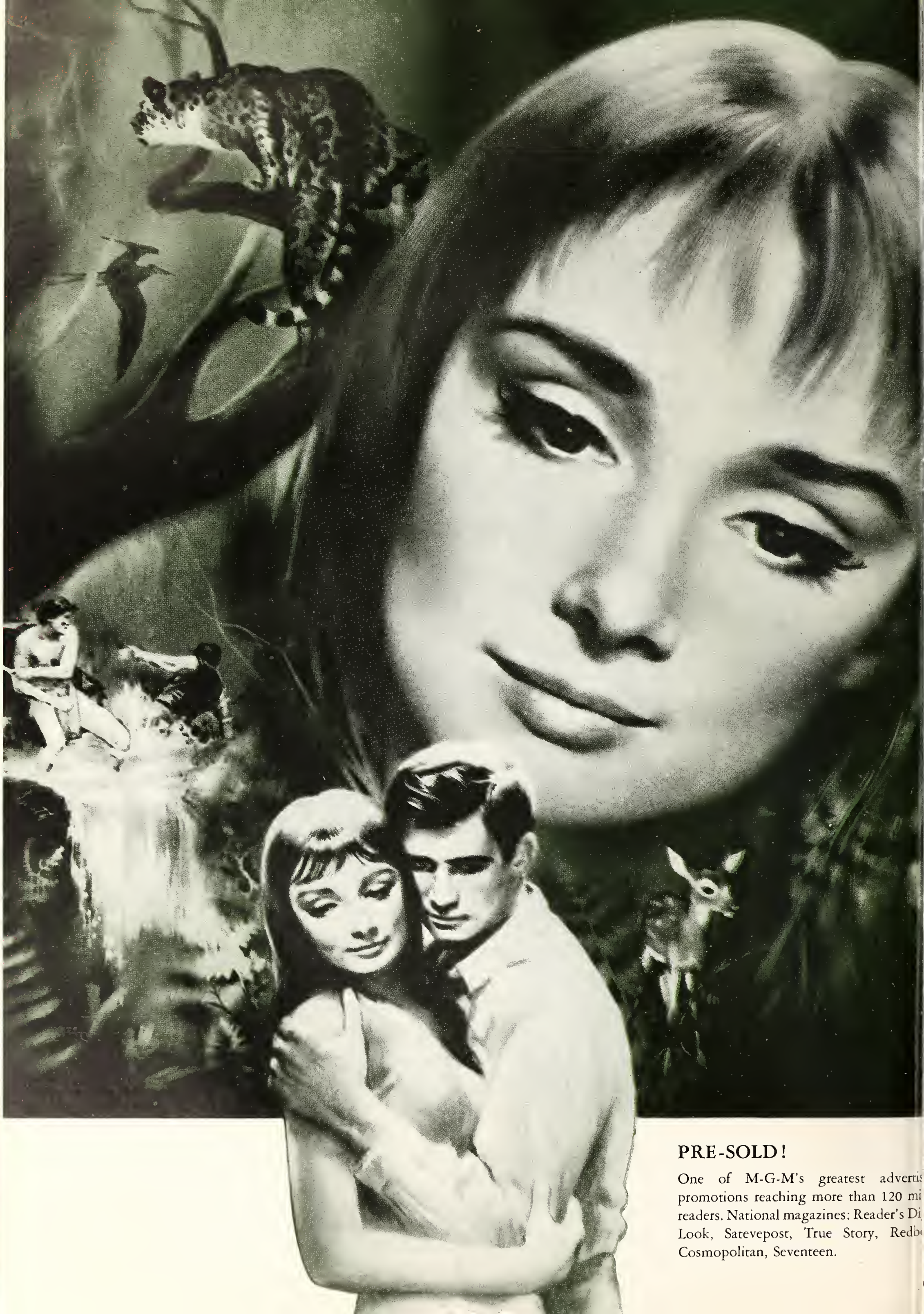
A heavy schedule of national television and radio promotional activity on behalf of "Tempest" has been set by Paramount for next week. Four of the picture's top stars are cooperating in the promotion, with Van Heflin assuming the biggest share of the work.

Van Heflin, due to arrive in New York next weekend from the Coast, will appear Sunday evening on Ed Sullivan's CBS-TV Show, and the following day on Arthur Godfrey's CBS-TV Show. He will continue his promotion of "Tempest" on two more topflight airwaves programs on Tuesday: Dave Garroway's NBC-TV "Today" Show and NBC-Radio's "Bandstand" program. On Tuesday, also, Heflin and his fellow "Tempest" stars Viveca Lindfors, Geoffrey Horne and Oscar Homolka, will join Mitch Miller at CBS-Radio to cut the interview tape for the Miller evening program of March 22, which is the Sunday before the opening of "Tempest" at New York's Capitol Theatre, and in other theatres throughout the country.

Bartlett Signs Poitier

HOLLYWOOD, March 3. – Academy Award nominee Sidney Poitier has been signed by producer-director Hall Bartlett for a starring in his forthcoming production, "All the Young Men." The screenplay, written by Bartlett from an original story by Bartlett and Gene Coon, will be highlighted by five top-starring names, Poitier being the first signed.

Bartlett has tentatively set a shooting date for early June, with negotiations for a major release now in progress.



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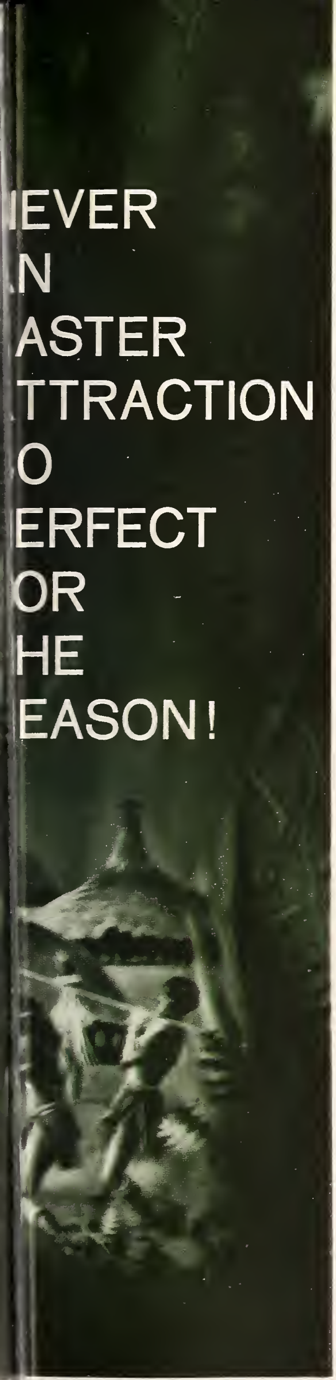
Cosmopolitan, Seventeen.



OLD!

Green" issue of "Seventeen" with
d and 30-page editorial sections.
l fan magazines. Nationwide Radio.
ound Track Album. Bantam Book
tless other items in press book.

GREEN
MANSIONS

The great adventure-romance actually filmed in South America . . . W. H. Hudson's unforgettable story of Rima, mysterious as she was beautiful . . . of the Strange Secret that lay in a forgotten land unknown to man.

M-G-M presents

AUDREY HEPBURN
ANTHONY PERKINS

in

GREEN MANSIONS

. . . the forbidden forests beyond the Amazon

co-starring

LEE J. COBB

SESSUE HAYAKAWA · HENRY SILVA

Screenplay by DOROTHY KINGSLEY

Based On the Novel by WILLIAM HENRY HUDSON

In METROCOLOR And CinemaScope

Directed by MEL FERRER

Produced by EDMUND GRAINGER

An M-G-M Picture

SELECTED BY RADIO CITY MUSIC HALL
AS ITS EASTER HOLIDAY OFFERING!

YOU
CAN
BANK
ON
M·G·M

YOUTH KNOWS BEST...

doesn't mind saying so

Today's teen-agers are outspoken . . . know what they like . . . don't mind letting people know. In fact, if they like a picture—if they feel it's good, they respond in a hurry—make good the trade saying . . . *The better the picture THE BETTER THE BOX OFFICE!*

Better story material—latest, most advanced technics—all help make good pictures better. That's why it pays to take full advantage of the Eastman Technical Service for Motion Picture Film, maintained to work with the industry, help solve questions of film choice, production and processing. Offices at strategic locations. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave., New York 17, N.Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

It's what's on the screen . . . and what people say about it . . . that counts!

WIDE SCREEN
COLOR

PERSONAL MENTION

EDWARD L. HYMAN, American Broadcasting - Paramount Theatres vice-president, will return to New York this weekend from an extended tour of the company's theatre operations and a look at new product in Hollywood.

•

HAROLD MIRISCH, president of the Mirisch Co., will arrive in New York from the Coast tomorrow for conferences at United Artists.

•

HAROLD GOLDMAN, president of NTA International, will leave here today for Washington.

•

IRVING H. LUDWIG, president of Buena Vista; NED CLARKE, foreign sales manager, and CHARLES LEVY, advertising-publicity director, will leave New York today for Hollywood.

•

MEYER HUTNER, Warner Brothers national publicity manager, left New York yesterday for the company's Burbank studios.

•

MARTIN ROBERTS, director of promotion for NTA, will leave here tomorrow for Toronto to attend the convention of the Canadian Broadcasters Association.

•

HARRY SALTZMAN and TONY RICHARDSON, producer and director, respectively, for Warner Brothers' "Look Back in Anger," will return to Hollywood today from New York.

•

HENRY HAYES, sales representative for United Artists in Atlanta, has returned there from Orlando, Fla.

•

A. O. LAFLAMME, co-partner in the Unadilla, N. Y., Drive-in Theatre, has returned there from Albany, N. Y.

•

SAMUEL BRONSTON, producer of "John Paul Jones," has returned to Hollywood from New York.

•

HERBERT SCHWARTZ, branch manager for Columbia Pictures in Albany, N. Y., has returned there from Gloversville, N. Y.

•

SID LAIRD, business manager of Al-Dun Amusement Co., West Point, Ga., has returned there from Tupelo, Miss.

•

EDWARD R. SUSSE, M-G-M resident manager in Albany, N. Y., and JACK MUNDSTUK, head of the company's Buffalo office, are in Gloversville, N. Y., today from their respective cities.

14 Pa. Cities Have Repealed Local Tax

Fourteen Pennsylvania cities have repealed their local admission taxes, ranging from 5 to 10 per cent, since COMPO started its continuing survey of state and local admission taxes a little more than two years ago, Charles E. McCarthy, Compo information director, reported yesterday.

Seven Acted This Year

Seven of these cities—Hazleton, Lancaster, Philadelphia, Shamokin, Sunbury, Williamsport and Wilkesbarre, dropped their taxes at the beginning of this year. The others—Bethlehem, Bradford, Butler, Connellsville, McKeesport, Nanticoke and Pittston—had rescinded local admission taxes previously.

"This tax relief was obtained," McCarthy said, "through the persistent and concerted efforts of local exhibitors. In some cases, where theatre closures were threatened unless tax relief was granted, exhibitors were aided in their campaigns by local merchants, who realized the importance of theatres to their communities, not only as an entertainment medium, but as a stimulus to other lines of business.

Assistance Pledged

"I hope that exhibitors in other cities, who are still plagued with these discriminatory taxes, will be encouraged by the success of Pennsylvania exhibitors in pushing their campaign for repeal. Compo will lend assistance wherever necessary."

'Sound' Bow

(*Continued from page 1*)

Martin Ritt and Stuart Whitman, who plays a starring role in the picture. Ritt and Whitman were accompanied to Jackson by actress Patricia Owens.

During the festivities, Ritt presented a copy of the script to Governor James Coleman at the State Capitol. The visitors were honored guests at a luncheon sponsored by the Jackson Kiwanis Club and with Mayor Allen C. Thompson participated in a mammoth street parade which included high school marching bands and representatives of all civic and social organizations in the Jackson area.

Albany Color Ad

ALBANY, N. Y., March 4. – In "first" here, the "Times-Union" carried a motion picture advertisement in color—for Alan V. Iselin's reopening of the Auto-Vision in East Greenbush, with car heaters, and for the bill at his Turnpike Drive-in, Westmere (also in winter operation with heaters). The third-of-a-page insertion was in black, white and red.

Pay-TV Status

(*Continued from page 1*)

year, are apparently trying to avoid another bout this year.

The Harris bill would bar toll television, except for limited tests, until Congress sets permanent standards. The bill says only "technical" tests would be permitted, and each system could be tried in only one area. The ban would cover both wire and broadcast toll TV.

The Joint Committee on Toll-TV, interpreting the "technical" tests to mean strictly tests of the technical performance of pay TV systems, is backing the Harris bill. But the FCC, interpreting the bill to permit program tests for a charge, has said that the bill isn't as far from its own position as might have been expected, either.

Harris conceded that the committee is receiving "thousands" of letters and cards on the subject, almost all against pay-TV.

Brotherhood Week Set For Monday in Albany

Special to THE DAILY

ALBANY, N. Y., March 4. – Observance of National Brotherhood Week will be held in the Albany exchange district, the week of March 9. This was decided at a meeting in the 20th-Fox studio, at which co-chairmen, Edward R. Susse, for distributors, and Elias Schlenger, for exhibitors, presided.

Susse and Schlenger hope to have 100 per cent enrollment in the National Conference of Christians and Jews, by exchange personnel and by circuit employees. Salesmen will urge similar support by independent theatres, when calling on the latter. Compo dues are also being sought, on these visits.

There has been a "good" response by smaller houses to the Compo campaign, Susse stated. Circuit reports will be received later.

Costello Mass Saturday

HOLLYWOOD, March 4.—Rosary will be recited here on Friday for Lou Costello. This service will be followed on Saturday by a requiem mass at St. Francis de Sales Church in Studio City. Entombment will take place at the Mausoleum in Calvary Cemetery.

'Sheriff' Here Mar. 13

Twentieth Century - Fox's "The Sheriff of Fractured Jaw" will open at the Paramount Theatre here on March 13, preceding the engagement of Jerry Wald's "The Sound and the Fury," previously announced for that date.

. . . NEW
ROUNDU

To Exhibit Set Models

An exhibition of Hollywo
ists' original models of sets,
designs, sketches for makeup
individual scenes will be held
Cooper Union Museum here
15 to May 15. Included are col
of designs from "Ben Hur," "
"The Brothers Karamazov,"
Pacific," "Teahouse of the
Moon," "Love Comes to Mr.
and other films through coo
of MGM, 20th Century-F
U.P.A.

■

Dietrich Show Planned

"An Evening with Marlen
rich" will be presented Apr
the Museum of Modern Art
rium here as a benefit
museum's film library. Excer
"The Blue Angel," "Morocco
Blonde Venus," "Desire,"
Rides Again," "A Foreign Aff
others will be shown. The ben
open the museum's spring fil
"Marlene Dietrich: Image a
gend."

■

'Green' Here March 19

MGM's "Green Mansions,"
Audrey Hepburn and Antho
kins, will open at Radio Cit
Hall March 19 with the re
Easter stage spectacle.

■

To Honor Rank 'Night

The Rank Organization's "
To Remember" will receive a
from the Foreign Press Ass
honoring the film as "the b
ture of the year from Englar
dinner tonight in the Cocoanu
of the Ambassador Hotel in
geles. The award to "A N
Remember" will be accep
British Consul General R. G
CMG, OBE and Maureen
will make the presentation.

■

'Cry from Streets' to F

Tudor Pictures' "A Cry f
Streets" has been booked to
the Presidio Theatre in Sa
cisco. It will play on an e
basis following the current at

JPJ Inc. Moves

John Paul Jones Productio
has completed a move to ne
quarters at 15 East 48th Str
Donald Wyman is in charge
new offices.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay. News Editor. Correspondent
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V
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Roach Elected
PC President

om THE DAILY Bureau

YWOOD, March 4. – Hal r., representing the Alliance vision Film Producers, was president of the Motion Pic- nanent Charities yesterday at nization's annual meeting. He union official Carl Cooper serve for one year.

officers elected for 1959-60 Walter Mirisch, Screen Pro- Guild, vice-president; Sidney , Allied Industries, secretary, orge Slaff, Samuel Goldwyn ons treasurer.

easurer's report to the mem- stated that MPPC to date d a total of $1,120,300 from ubscribers.

Rabbi Board
s Censorship

Special to THE DAILY

NY, March 4.—The New ard of Rabbis, Inc., in their for State Legislation, 1959," that "We feel censorship, of the press, radio, televi- stage or the cinema—is an of America's traditional free-

Rabbinate of the State of k," the paragraph on censor- tinued, "reiterates its belief bility of the true and the triumph in the free market We express our complete the citizens of our state and eschew the evil and reject h is untrue.

eaffirm the right of artists, publicists, dramatists, etc., to problems as they see them, ; that their work is not ob-

Pressbook Readied
WB 'Star Is Born'

om THE DAILY Bureau

YWOOD, March 4. – War- hers is preparing new ads essbook for "A Star Is Born" give the Judy Garland-James tarrer deluxe treatment in a selected bookings during the ee months. A test date for ialized handling is the first- Palace, Cincinnati, starting 8.

Artists Board
eet Here Mar. 20

om THE DAILY Bureau

YWOOD, March 4. – Meet- e Allied Artists board of di- will be held in New York 0, it was announced today Broidy, president. In addi- Broidy, those on the board West Coast are George D. W. Ray Johnston, Sherrill and Roger W. Hurlock. are Edward Morey, Paul and Herman Rifkin.

'White Paper' Study Likely

(Continued from page 1)

Tenn.), has received a large number of complaints against the distributors, mostly from members of Allied States Association. These complaints are now under study, he added, for determination of whether they constitute enough of an anti-trust problem to warrant full-fledged investigation and hearings.

Some of the exhibitor complaints are coming to the subcommittee from the offices of individual Senators, forwarding mail they have received. Others are coming directly from exhibitors or from the Washington office of Allied, this subcommittee aide asserted.

'Expected' by Horace Adams

Allied president Horace Adams recently declared Allied expected a hearing on its "White Paper" charges before a Congressional committee headed by a presidential aspirant. Only two committees having jurisdiction in this field are headed by men mentioned as presidential possibilities—the Senate judiciary subcommittee on anti-trust policy, headed by Kefauver, and a Senate Small Business subcommittee headed by Senator Humphrey (D., Minn.).

Other senators mentioned as presidential hopefuls, such as Senator Kennedy of Massachusetts, do not have assignments on committees operating in this area.

The Senate Small Business Committee, which has held extensive hearings on film industry trade practices, made no mention of possible hearings on the industry in a 19-point agenda recently approved for action this year. The industry fight could be added to the agenda, but committee officials said so far there has been no move to do this.

The judiciary subcommittee has already announced hearings on a number of anti-trust bills, and also major investigations of the drug, auto and steel industries. Just when it could get around to the film fight is unknown.

Myers Reticent

Allied general counsel Abram F. Myers refused to say whether Allied is trying to get hearings before either the judiciary or small business committees, though the volume of mail to the Kefauver committee would indicate this objective is their current target.

Myers did say, however, that a recent approach made by an Allied member to Senators Randolph and Byrd, West Virginia Democrats, was "not an official approach from Allied."

Both Randolph and Byrd, following a meeting last Friday with an Ohio Allied member, said they would ask both the judiciary and small business committees to investigate the industry.

Report Albany Opposed To Film Censor Bills

Special to THE DAILY

ALBANY, N. Y., March 4. – A usually well-informed source, not connected with the Joint Legislative Committee on Offiensive and Obscene Material, today expressed skepticism that favorable action would be taken on the four film bills the committee recently introduced, and later considered at the public hearing in New York. A committee spokesman had no comment on this prediction. Time will prove whether it is correct.

Church Group Delays Move

Meanwhile, the State Council of Protestant Churches delayed until next Tuesday a statement by its legislative commission on the controversial measures.

Hearing Postponed

COLUMBUS, Ohio, March 4.—The first hearing on the O'Shaughnessy-Lynch bill, which would classify motion pictures according to adult and family audiences, has been postponed to March 10 by the Ohio Senate Judiciary Committee.

Mrs. Celia J. Minton

ERIE, Pa., March 4. – Funeral services were held here today for Mrs. Celia J. Minton, who died Sunday. She was the wife of J. Vance Minton, manager of Shea's Theatre here since 1932.

Wometco Remodeling Theatre for 'Anne'

Special to THE DAILY

MIAMI, March 4.—Wometco Theatres will carry out a complete overhaul job on its Cameo Theatre in Miami Beach, in anticipation of the opening April 20 of "The Diary of Anne Frank." Sidney Meyer and Mitchell Wolfson, co-owners of Wometco, have announced that the film will be shown exclusively in Florida for a year with a reserved seat schedule.

New Seating Planned

The front of the old theatre will be altered and so will the box office New seats will be installed and the screen will be enlarged to handle CinemaScope.

Full stereophonic sound will be another feature.

An advertising campaign to promote the 20th-Fox release will be extended to cities all over the state.

'Verboten' Dual Bow

A dual world premiere of Samuel Fuller's "Verboten" will take place at the Palace Theatre, Milwaukee, and Fox Theatre, Detroit, on March 13, according to Foster Blake, general sales manager for Rank Film Distributors of America, Inc. Terry Turner is currently in Milwaukee and Detroit organizing a special exploitation campaign to promote the premiere.

PEOPLE

Christian De Lamaziere, French publicist, has been appointed director of European operations for Three Arts Distributors, Inc., producers who recently opened a New York office. **De Lamaziere** will headquarter in Paris.

Additionally, the company has engaged **Bert Landon,** former Bozell & Jacobs account executive, as director of public relations here.

□

Nate Schultz, general manager of Selected Theatres Co., Cleveland, has enrolled his Gala Drive-in Theatre, Akron, in Theatre Owners of America.

□

Joel Lewis, manager of the Five West Theatre, Baltimore, Md., has been named manager also of the Playhouse there. Both theatres are art houses of the Schwaber Circuit.

□

Maurice "Red" Silverberg, Universal salesman in Cleveland, has resigned and is returning to Pittsburgh, from which city he had been transferred to Cleveland last July.

□

Bob Gordon and **Paul Lucas,** novitiates in the industry, have taken over the 400-seat Diana Theatre, Rittman, O., from **Lucille Young.**

□

Daniel Echo, assistant sales manager of the industrial tubes sales department at Allen B. Du Mont Laboratories, has been named manager of the department.

□

J. A. Mackrell, manager of the Haymarket Theatre, Newcastle-on-Tyne, England, has been named Champion Manager for 1958 by the Associated British Cinemas group.

□

Alex Cooperman, Sol Maizels and **James Selvidge** have been named field supervisors for Citation Films, Inc. Selvidge will cover the Seattle area, Maizels Portland and Cooperman Los Angeles, San Francisco, Denver and Salt Lake City.

□

Perry Davis, Jr., operating manager for Stewart & Everett Theatres, Charlotte, has resigned that post and has joined **Jack Smoak** in the operation of Automation, Inc., sellers and servicers of electric equipment.

□

R. T. Albrecht, owner of the Ritz Theatre, Newberry, S. C., has joined Theatre Owners of America. His membership was secured by **George Roscoe,** TOA director of exhibitor relations.

□

Henry J. McKinney has been named eastern district supervisor of National Theatre Supply Co. He will continue to act as branch manager of the Boston office in addition to his new duties.

Universal's

"IMITATION OF LIFE"

POWERFULLY PRE-SOLD THROUGH A NATIONAL AD CAMPAIGN IN 26 LEADING MAGAZINES... A READERSHIP IN EXCESS OF 191,000,000!

FANNIE HURST'S BEST-SELLING NOVEL OF TODAY'S TORMENTED GENERATION!
LANA TURNER
JOHN GAVIN
Imitation of Life
AS MOTHERS THEY MUST
There are two kinds of dreams... one can come true...
There are two kinds of sex... one comes with love!
There are two kinds of life... one is real!
EARL GRANT
SUSAN KOHNER · ROBE
JUANITA MOORE · MAHALIA J
LANA TURNER
JOHN GAVIN
SANDRA DEE
DAN O'HERLIHY
SUSAN KOHNER
ROBERT ALDA
JUANITA MOORE
MAHALIA JACKSON
Imitation of Life
COLOR
EARL GRANT

WATCH FOR WORLD PREMIERE MARC

THE YOUNG IN HEART
O THE
WINGS OF
RATION!
ve
ae
g
ould,

COMPLETE COVERAGE . . . REACHING
EVERY POTENTIAL MARKET!

LIFE • LOOK TOP NATIONAL WEEKLIES

SEVENTEEN • REDBOOK "YOUNG ADULT" MAGAZINES

CHOLASTIC ROTO • TEEN • DIG TEEN-AGE MAGAZINES

CALL'S • GOOD HOUSEKEEPING LEADING WOMEN'S MAGAZINES

FAMILY WEEKLY • PARENTS' "FAMILY-APPEAL" MAGAZINES

EBONY • TAN NATIONAL NEGRO MAGAZINES

E CONFESSIONS • TRUE STORY "CONFESSION" MAGAZINES

d All the FANS! PHOTOPLAY • MOTION PICTURE • MODERN
REEN • SCREEN STARS • SCREENLAND • MOVIE STARS • MOVIE LIFE
VIE MIRROR • MOVIELAND • SCREEN STORIES • TV and MOVIE SCREEN

EVELT THEATRE, CHICAGO!

Television Today

Who's Where

David Dortort, producer of "The Restless Gun" series, has signed a long-term contract to produce shows for the NBC Television Network, **Alan Livingston,** vice-president, television network programs, Pacific Division, has announced. His first assignment will be as producer of "Bonanza," a new one-hour Western series to be filmed by NBC in Virginia City, Nev.

□

Arthur M. Dorfner has been appointed business manager for WABC-TV, it was announced by **Joseph Stamler,** vice-president and general manager of the station. The appointment is effective Monday. Dorfner joined the American Broadcasting Co. in 1949 and has served in various administrative capacities since.

□

John W. Hundley, manager of client relations for the operations department of the CBS Television Network, will be given increased responsibilities, in charge of video tape sales, it was announced by **Edward L. Saxe,** CBS Television Network vice-president, operations. Hundley will assume his added duties immediately.

□

Bernard L. Schubert, Inc. has named Cy **Kaplan** as general sales manager, it was announced by **Bernard L. Schubert,** president. Kaplan was formerly Eastern director of national sales of National Telefilm Associates.

Ask Group to Study Use of Radio Spectrum

From THE DAILY Bureau

WASHINGTON, March 4. – The Administration has asked Congress to set up a five-man commission on telecommunications management to study, among other things, the use of the radio spectrum.

The House Commerce Committee has already announced plans for a similar study, involving proper allocation between commercial broadcasters, the military, and other users.

The request for the new commission, whose members would be appointed by the President, was submitted by Leo A. Hoegh, director of the Office of Civil and Defense Mobilization. The Commission would be ordered to submit its report within a year of its appointment.

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THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All Three
Are Yours At NO
Extra Cost
WHEN
YOU NEED
SPECIAL
TRAILERS
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Chicago 5
630
Ninth Ave.
New York

Coca-Cola Plans Series Of Hour-Long 'Specials'

The Coca-Cola Company will present their first in a series of hour-long TV "special" programs spotlighting top stars against the background of the American scene. The initial "special" will be presented on the CBS-TV network Monday, March 30, 7:30 to 8:30 P.M., EST, and will star Herb Shriner, and Marge and Gower Champion, among other top personalities.

Barry Wood, who produced "Wide Wide World," will be executive producer of the program, which will originate in New York following remote pickups throughout the country. The cast of "America Pauses for Springtime" will be presented in a format combining music, drama, comedy and personality features. Video tape will be employed extensively.

Paramount, CBS in Deal for TV Series

From THE DAILY Bureau

HOLLYWOOD, March 4. – Paramount Pictures, which earlier this week reported its entrance into television production in a deal with Jaguar-Caron Productions, today announced the sale to CBS of an hour-long filmed series to be called "Conquest of Space." The title is taken from a Paramount theatrical release of 1955.

The series is to be produced and written by Rip Von Ronkle with a pilot and 12 scripts being financed by CBS. Filming of the initial program will be at the Paramount Studios next month.

65 NBC-TV Stations Schedule 'Tactic'

"Tactic," a weekly series of six half-hour television programs on cancer control, already has been scheduled for telecasting by 65 NBC-TV stations across the country, it was announced by the American Cancer Society. It is expected that all NBC owned stations and affiliates eventually will book the weekly series for showings on a delayed basis via kinescopes.

The programs, which also are telecast through NBC network facilities directly to an additional 30 stations of the Educational Television and Radio Center network, are being accorded preferred viewing time by a majority of the NBC stations which have booked the shows.

Hede ABC Vice-Pres.

Henry Hede, administrative sales manager for the ABC Television Network, has been elected a vice-president of the American Broadcasting Company.

Tear Gas Bomb Halts Screening at Memphis

Special to THE DAILY

MEMPHIS, March 4. – Around 250 persons were driven from their seats on Monday as tear gas poured into the Memphian Theatre here at an invitational trade screening of Universal's "Imitation of Life." Exhibitors and their wives were present from all over the Memphis trade territory.

Firemen found the tear gas bomb and destroyed it. The theatre was cleared of fumes and the film started again. Most of the patrons returned.

Union Denies Responsibility

The Operators Union has been on strike for two and one half years against the Memphian and about 16 other neighborhood theatres in Memphis, but a union spokesman denied responsibility for the tear gas bomb.

Police investigated but made no arrests.

John Spearing Dies; IATSE Representative

Special to THE DAILY

JACKSONVILLE, March 4.–John N. Spearing, 59, an international representative of the IATSE, died yesterday of a heart attack at St. Vincent's Hospital here, following an illness of a week. He had been business agent of Jacksonville's Moving Picture Machine Operators Local 511 since 1920 and belonged also to Jacksonville Stage Employes Local 115 and Chicago Cameramen's Local 666.

Last December Spearing brought together all amusement interests in Jacksonville to stage a big benefit show for the Will Rogers Memorial Hospital. He was planning similar shows for the future and hoped that the idea would spread gradually to other parts of the country.

Survivors include his wife and four children.

Daylight Time Bill Held

DENVER, March 4.–The bill proposing daylight-saving time for Colorado, which was introduced by Rep. John Strelzer of Denver last week, has not come out on the floor of the state legislature for debate. The press has taken a strong editorial stand against the measure.

Ashland House to Duffus

RICHMOND, Va., March 4. – Mr. and Mrs. Carlton Duffus of this city have leased the Ashland Theatre, Ashland, Va., from Mr. and Mrs. D. H. Covington. Duffus is executive secretary of the Virginia Motion Picture Theatre Association and operator of a public relations office here.

Metro Renews Lease

ALBANY, N. Y., March 4.–Metro has extended for two years its lease with the Farley organization on the one-story building at the north end of Albany's Film Row. The distributing company has been a tenant since the structure was erected 30 years ago.

UA and Par

(Continued from page 1)

that no unusual developments o
kind have occurred or are in
pect.

In financial circles the United
ists activity was attributed to a
ommendation by Value Line I
ment Survey to its subscribers a
stock of the month.

Company officials said there
been only a normal rise in
and the annual report will n
ready until some time in April
most 50,000 shares of U.A. was t
for a gain of 2⅜. It closed at a
high of 28⅜.

Aniline Report Seen Factor

Financial sources said a repor
Paramount was ready to clos
the film section of General A
and Film may have been re
sible for the interest in
issue. However, it is generally k
that GA & F is tied up in int
tional litigation that will take m
and maybe years to resolve, wi
deal possible in the meantime.

The Paramount rise was 2⅞
to a new high of 50⅛, on a
over of 5,500 shares.

Win Relief in Battle On Weather Reports

Special to THE DAILY

CLEVELAND, March 4.–All
radio and TV station executives
responded favorably to letters
Louis Weitz, executive secreta
the Cleveland Motion Picture E
tors Association complaining
the practice of newscasters to
borate on bad weather report
warning people to stay at home.
sensus of station opinion is tha
nouncements should be confine
reports from the Police Depart
and the Weather Bureau without
ing the public what to do.

In bringing this "source of i
tion" to the attention of broadca
Weitz represented not only the m
picture theatres but also the E
Ave. Association, Heart of E
Association and Retail Merchant
sociation, which claimed that
businesses were hurt by sugges
that people stay at home.

New Drive-in Planne In Pittsburgh Area

Special to THE DAILY

PITTSBURGH, March 4. –
ciated Drive-In Theatres, which
erates eight drive-ins in this area
open their largest in June –
Ardmore, which is located ab
15-minute drive from Down
Pittsburgh. The Ardmore will
a capacity of 1,200 cars, in ad
to an area for 350 seats.

The Ardmore will be the se
major drive-in to open in this
The other is the Fairground, v
Gabe Rubin will open in the S
adjacent to South Park. It, too,
have a 1,200-car capacity.

tional e-Selling

ARTACUS," the new U-I film based on the story of the tor who broke out of his chains d the slaves against Rome, is d to the 28,000,000 readers of " March 3 issue. This new vood picture is introduced to aders of "Life" in an interesting formative manner.

article relates how the German Sabina Bethmann was re- by Jean Simmons in the part slave Varina. The cast includes ful of movie monarchs—Kirk as, Laurence Olivier, Peter v and Charles Laughton.

•

tusi," the new MGM film authentic scenes of a Watusi add greatly to this adventure as been awarded the "Parent's ine" Family Medal for special in the March issue.

•

bie Reynolds, the vibrant star he Mating Call," was inter- l on the set of this new MGM y and at her home by Richard an for the March issue of "Mc-" The article opens on a pic- note, with a photo of Debbie g with her two children in the room of her Hollywood home. icture appears on a two page —captioned "Debbie Reynolds; ory—Eddie wanted bright lights. e wanted a home. Her career oing big guns. Eddie hadn't a t in years."

writer spoke with Paul Doug- ony Randall and Una Merkel, s with Debbie in "The Mating It all adds up to informative g and should create interest in e's next three films being d for release.

•

e articles about Hollywood ap- the March issue of "Esquire." were written by Ben Hecht, Wells and Dwight MacDonald.

•

Novak, star of "Bell, Book and ," was interviewed by Peter for the March issue of "Ladies' Journal."

•

Maxwell has written an in- ng article on Linda Christian March 1 issue of "American y." The "Devil's Doll" will be xt film in which Linda will ap-

•

d Shearer interviewed Debbie ds for the March 8 issue of e." He discovered that she has blossomed out as the busiest in Hollywood. She has just d two films "The Mating Call" ony Randall and "Say One for ith Bing Crosby—is at the t in Spain starring with Glenn Ford in "It Started with a Kiss," and returns to Hollywood for "Who's That Lady I Saw You With?" After that she does a comedy at MGM entitled "Snob Hill" then goes to Paramount for "Rat Race" with Tony Curtis.

Walter Haas

Senator Cites Films' Universal Significance

From THE DAILY Bureau

WASHINGTON, March 4—Thomas H. Kuchel of California in an address to the Senate has paid tribute to the motion picture industry as a significant "international messenger" that produces a "vastly admired commodity all over the world." In his remarks he inserted in the record the nominations for the 1958 Academy Awards announced earlier this week.

'Today, More Than Ever'

"Today, more than ever, this universal character of the motion picture is typified in the nominations made for the awards for performance and accomplishment for the past year," the Senator said; "foreign pictures, foreign actors and actresses, foreign technicians from many countries are on the list of nominees.

"And these nominations are important news, all over the world. Today, in Rome and Paris and Bombay and New Delhi and Tokyo and hundreds of other cities abroad, the names of these nominees are being talked about by movie-goers."

Lauded by Jackson

Meanwhile in the House of Representatives Congressman Donald Jackson of California also hailed the annual Academy Awards as "reminders of what Hollywood has meant to us as Californians and also to us as Americans."

Denver WOMPI to Meet

DENVER, March 4.—The local chapter of Women of the Motion Picture Industry will hold its annual luncheon and spring fashion show at the Cosmopolitan Hotel here on March 14. The yearly event, which features WOMPI members as models, raises money for the organizations' charities throughout the year.

DeLaurentiis in Peru

LIMA, Peru, March 2 (By Air Mail).—Producer Dino DeLaurentiis is here for screenings of his new picture. "Tempest," and also to make arrangements for his projected film on Simon Bolivar. The producer hopes to get permission from the government to use Peruvian soldiers in shooting the picture.

Ezell Buys Drive-In

DALLAS, March 4.—Claude Ezell and Associates has increased its circuit with the purchase of the Lone Star Drive-In Theatre, 5500 Military Parkway, from Joe Riggs. The total for Ezell now is 42, with seven in Dallas. Joe Wood will stay on as manager.

Kim Novak

(*Continued from page* 1)

of the Will Rogers Memorial Home by actress Kim Novak.

In accepting the stock, Miss Novak praised the work of Junior Achievement of Union County, paying special tribute to the young people. She said, in part: "It is indeed gratifying to know that you Junior Achievers in Union County and Carteret are joining us in our humanitarian work for the Will Rogers Memorial Hospital and Research Laboratories. We welcome you with a sincere appreciation of the good that can be accomplished with your help."

Receives a Hassock

During her visit Miss Novak was presented a hassock manufactured by JASCO, the Junior Achievement company sponsored by the Simmons Company, and a lavender and gold Jama-Judy manufactured by JASEW, the Junior Achievement company sponsored by The Singer Manufacturing Company. In addition to the several hundred Junior Achievers on hand to greet Miss Novak were several sponsors and members of the Junior Achievement board of directors.

Dallas Going All-Out To Aid 'Oscar' Show

Special to THE DAILY

DALLAS, March 4. — Action to arouse interest in the Academy Award telecast the night of April 6 has already started here with the "Dallas Mornings News," a participant in the Academy Awards Sweepstakes, running an announcement of the contest followed by a picture of the winners of the past four years. Sponsors with the "News" in this fifth year of the Sweepstakes are the Interstate, Rowley-United, and Isley circuits.

Main inducement for matching wits with the Academy voters is a first prize of $500. First runner-up will receive a season pass for two to Interstate theatres. Second and third runners-up will receive passes to Isley and Rowley theatres, respectively. Ballots will be available in the lobbies of participating theatres starting on March 22 until the contest closes on April 5.

Co-operating in making the public Academy Award conscious, the WOMPI's are offering a "Gabbie" award to the WOMPI inviting the most people to view the telecast. In urging home-viewing they will point out the fact that the motion picture industry is again sponsoring the program over NBC-TV and radio network of 178 stations.

Maryland Bill

(*Continued from page* 1)

under 18. Proponents of the bill may seek a House floor vote tomorrow, however, trying to overturn the committee action. Maryland legislature rules permit a branch of the legislature to take up an adverse, as well as a favorable, committee report.

TENT TALK

Variety Club News

BUFFALO — Chief barker Francis Maxwell of Tent No. 7 and the members of the crew were guests at a luncheon in the Children's Hospital, at which time the barkers made an inspection of the clinic sponsored by the club.

Maxwell disclosed that the monthly meeting of officers of the tent will be held in club headquarters on Monday.

▽

BOSTON—The Children's Cancer Research Foundation (the Jimmy Fund, sponsored by the Variety Club of New England) has been given a grant of $10,000 a year for three years by the Beta Sigma Phi sorority through its International Endowment Fund.

AA Establishes

(*Continued from page* 1)

is currently hiring personnel, to number approximately 40 at the minimum, and he is also acquiring office space.

Rodriguez, who for many years has been well known in Far East distribution, will operate the offices under Allied Artists Asia supervisor, William Osborne.

Allied Artists product was formerly distributed in Japan by Eihai Co. of Tokyo.

Appoint de Lisio

(*Continued from page* 1)

Lazarus, Jr., vice-president of Columbia Pictures.

Formerly magazine contact with MGM for 12 years, de Lisio performed similar chores on behalf of Goldwyn's previous production, "Guys and Dolls." Recently he completed an assignment for Louis de Rochemont Associates.

The finest carbons ever made...
NATIONAL
TRADE-MARK
PROJECTOR CARBONS

RALLY ROUND A HIT BOYS!

RALLY IS NOW HOLDOVER EVERYWHERE IT OPENS!

LEO McCAREY'S

RALLY ROUND THE FLAG, BOYS!

starring **PAUL NEWMAN**
JOANNE WOODWARD
JOAN COLLINS
JACK CARSON

Produced and Directed by LEO McCAREY
Screenplay by CLAUDE BINYON and LEO McCAREY

COLOR by DE LUXE
CINEMASCOPE

NEW YORK (10th week), SEATTLE (4th week), O HOMA CITY (4th week), SALT LAKE CITY (4th w ST. PAUL (3rd week), LOS ANGELES (4th w CHICAGO (4th week), and holdover in TORO MINNEAPOLIS, BIRMINGHAM, CHARLOTTE, MOINES, MILWAUKEE, ATLANTA, SYRACUSE, MOND, ROCHESTER, DETROIT, UTICA, DU NASHVILLE, BOSTON, DALLAS, HARRISBURG, KANSAS CITY, PROVIDENCE, COLUMBUS, CI NATI, WICHITA, WASHINGTON, FT. WO SCRANTON—*everywhere it opens, the pace is*

20th HAS THE PICTURES WITH HOLDING POWER

All
e News
That
News

MOTION PICTURE DAILY

Concise
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to the
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5, NO. 43 NEW YORK, U.S.A., FRIDAY, MARCH 6, 1959 TEN CENTS

Cite Decree Provisions Bearing on TV Interests

ce Dept.

lls 'Option ne' Violation Anti-Trust

en Says TV Practice l As Blockbooking

By J. A. OTTEN

HINGTON, March 5.—The Department declared the TV practice of "option time" lear violation of the anti-trust

pinion by anti-trust chief Vicsen said the practice, under TV stations promise to give s first call on certain broadcast sually prime viewing hours, t as illegal as film industry oking.

Department's opinion was ublic by the Federal Comions Commission, which at

Continued on page 4)

Films Shown in 'Least Offensive'

Special to THE DAILY

E, March 5.—U. S. movie makyear turned out products less than their French and Italian parts, a Catholic priest re-Msgr. Alberto Galletto, of the Cinema Center here, said 1958 France sent to Italy the percentage of "morally unac-" films.

priest stated that 28 out of 48

Continued on page 5)

n Film Winner of wyn Foreign Award

rom THE DAILY Bureau

LYWOOD, March 5.—The first Goldwyn International film presented annually to the best picture produced outside of ted States, has been won for a film made in India, entitled yes, Twelve Hands."

ntation of the award was made

Continued on page 6)

ISION TODAY—page 4

Want 'Entire' B-BCampaign

The advertising-publicity directors committee of the Motion Picture Association of America continues to be opposed to the conduct of an all-industry business building campaign on a piece-meal basis, such as that proposed by exhibitor sources that envision a spring campaign limited to radio promotion.

The committee, agreeing at its meeting here yesterday that its views on the subject have not changed since the b-b campaign was under

(*Continued on page* 6)

Promotional Campaigns On 'Oscar' Show Set

Several new promotional efforts in behalf of the forthcoming Academy Awards telecast were introduced to the MPAA advertising and publicity directors committee at its monthly meeting here yesterday in the MPA international board room.

One will be the placing of car cards and posters in railroad stations and airports. From now until the telecast,

(*Continued on page* 5)

Justice Dep't. Says 8 Parts Of Para. Decree Involved If Court Holds It Covers TV

Maurice Silverman

Eight provisions of the decrees in the government anti-trust case against major companies would be applicable in some degree in the event the Federal court holds that the decrees cover the television interests and activities of the defendant companies as well as their motion picture and theatre activities.

This is the substance of a report made earlier this week by Assistant U. S. Attorney General Maurice Silverman at the request of U. S. District Judge Edmund L. Palmieri.

Two of the eight decree provisions which would be involved are "particularly applicable," the Silverman report states. Those are the decree licensing injunctions pertaining to (1) conditioning the licensing of one fea-

(*Continued on page* 4)

NT to Proceed with Buying NTA Stock

From THE DAILY Bureau

LOS ANGELES, March 5. — Last week's "transfer of control" authorization by the Federal Communications Commission will enable National Theatres to go ahead with its offer to purchase 160,500 shares from the management of National Telefilm Associates.

National Theatres, under the agreement will purchase from Eli A. Landau, chairman of the board of NTA; Oliver Unger, president; and Harold Goldman, executive vice president, their present holdings in NTA on terms identical to those available to all NTA stockholders.

Under the FCC's authorization, National Theatres may be by acquisition of common stock in NTA, ac-

(*Continued on page* 6)

Attorneys See TV As Outside Para. Decree

Industry attorneys yesterday said they are at a loss to explain how the Federal anti-trust decrees in the Paramount case could be interpreted as being applicable to the television interests of defendant companies, such interests having been non-existent at the time the decrees were entered.

Commenting on the report made to Federal Judge Edmund L. Palmieri here this week by the Justice Department on the companies' TV interests, several attorneys said the decrees, in their opinion, cover only theatrical films and theatres and that should trust law violations be suggested by the companies' TV interests, independent prosecutions would be indicated.

TOA Organizing Grass Roots Drive To Exempt Theatres from Wage Bills

Warning that passage of minimum wage bills now pending in Congress would close thousands of theatres, George G. Kerasotes, president of Theatre Owners of America, yesterday announced formation of a Minimum Wage Committee to conduct a grass-roots campaign to Congress to exempt theatres from the legislation.

Emphasizing that time was extremely short because hearings will begin later this month on some of the bills. Kerasotes invited all exhibitors, regardless of their affiliation, to join in the grass-roots campaign by writing to members of the Senate Committee on Labor and Public Welfare, and the House Committee on Education and Labor, where the bills now repose. Kerasotes said exhibitors will be asked to seek a commitment from both legislative committees that its members, in reporting any Wage and Hour Law to the floor, will exempt motion picture theatres from coverage.

He said major bills, which provide for the $1.25 per hour minimum, and which extend coverage to "service establishments" which includes theatres, are:

Senate Bill 1046, introduced joint-

(*Continued on page* 5)

PERSONAL MENTION

RODNEY BUSH, 20th Century-Fox exploitation director, is convalescing at his home in Mount Vernon from injuries received in an automobile accident.

•

Herbert L. Golden, United Artists vice-president in charge of operations and president of United Artists Television, has returned to New York from Hollywood.

•

Doug Netter, Samuel Goldwyn Productions executive, will leave here over the weekend for a European business trip.

•

Herb Greenblatt, general manager of NTA Pictures, left here yesterday for Washington.

•

Prince Littler, British theatre and television executive, will arrive in New York from London tomorrow via B.O.A.C.

•

Richard D. Zanuck, producer, and his wife, the actress **Lili Gentle**, will arrive in New York on Monday from Hollywood.

•

Bob Welch, M-G-M-TV producer, will arrive in New York at the weekend from Hollywood.

•

Lois Weber, publicity director for Edward Small's "Solomon and Sheba," will return to New York over the weekend from Madrid.

•

Sam Gang, foreign sales manager for NTA, Inc., has returned to New York from Mexico and Central America.

•

Shirley Jones will leave here on Monday for London via B.O.A.C.

•

Albert Hackett and **Frances Goodrich**, writers of the stage play, "The Diary of Anne Frank," have arrived in New York to attend the opening of 20th Century-Fox's picturization of the work at the Palace Theatre here on March 18.

•

Mort Abrahams, NTA director of production and programming, left here yesterday for the Coast.

•

Dan Terrell, M-G-M's Eastern publicity director, will leave New York today for the Culver City studios.

•

Richard Quine, producer-director, has arrived in New York from Hollywood for product conferences at Columbia Pictures.

Reade, Kerasotes, Adams, Hyman Speakers for Midwest Convention

Special to THE DAILY

KANSAS CITY, Mo., March 5.—Walter Reade, Jr., George G. Kerasotes, Horace Adams, James Nicholson, Howard E. Jameyson, Edward Hyman, and M. B. Smith are among the speakers already scheduled or invited to appear at the convention of United Theatre Owners of the Heart of America here in the Hotel Muehlebach from March 24 through 26.

A tentative program has been announced by Beverly Miller, vice-president of the organization and operator of drive-ins in the area. Interest in the convention, which is called "Showarama II," is high, Miller said, and delegations are expected from Des Moines, Omaha, and St. Louis. The Video Circuit of Oklahoma will send from 20 to 30 men.

Reade to Be Keynoter

The first day's meeting will open with a luncheon at noon. The keynote address will be by Reade, followed by Kerasotes and Adams. Nicholson, president of American International, and Jameyson, president of the board of Commonwealth Theatres and a founder of the motion picture investment plan, are also invited to speak.

On Wednesday there will be an exhibitor-distributor breakfast with a speech by Frank Havlicek. Hyman has been invited to report on orderly distribution, and the results of special campaigns on "The Hanging Tree" will be discussed by Smith, vice-president of Commonwealth.

Representatives of Compo have been invited to speak on Academy Award plans at this meeting, and there will also be a report on the progress of the American Congress of Exhibitors.

The afternooon session Wednesday will be on showmanship with Gordon McLendon giving the principal talk, to be followed by other showmanship ideas presented by Bill Hendricks and M. B. Smith. Harry Greene of Welworth Theatres, Minneapolis, will outline the results of their experience with recent campaigns conducted in the Minneapolis territory.

Cocktail parties will follow both Tuesday and Wednesday afternoon meetings.

Demonstrations on Thursday

Thursday morning will open with an equipment and concession clinic. Several carbon companies will give demonstrations.

The concession clinic will start off with an address by Spiro Papas, vice-president of Alliance Theatres of Chicago, the subject being "Food Is Your Fortune." The concession clinic is to be directed by Miller, with a panel of experts to be appointed from those in attendance. Robert Lippert, producer, distributor and exhibitor, has also been invited to speak at this session.

The final meeting will follow the closing luncheon at the Terrace Grill at which a top national executive, still unannounced, has been invited to speak.

Einfeld in Chicago On 'Anne' Opening

Special to THE DAILY

CHICAGO, March 5. — Charles Einfeld, 20th Century-Fox vice-president, arrived here today to finalize promotional plans for the opening of George Stevens' "The Diary of Anne Frank." The attraction premieres at the McVickers Theatre on April 21.

Plans Conferences

While in Chicago, Einfeld will meet with press, radio and television representatives to discuss the opening of the picture, which will run on a reserved-seat basis. Einfeld will outline to the press here the extensive plans and activities planned for the "Anne Frank" debut.

Festival Invites 'I'

United Artists' "I Want to Live" has been invited for special presentation at the Mar Del Plata Film Festival in Argentina, scheduled for March 10-20.

'Earth' World Premiere Goes to San Francisco

From THE DAILY Bureau

LOS ANGELES, March 5.—The world premiere of Universal's "This Earth Is Mine" will take place in San Francisco, sometime around June 27, David Lipton, Universal vice-president, announced today.

Several other cities had been seeking the premiere, including Chicago, Pittsburgh and Detroit. The picture was filmed almost entirely in the Napa Valley, near the Bay City.

Twining Will Speak

General Nathaniel Twining, chairman of the Joint Chiefs of Staff, will join National Red Cross president Alfred Gruenther as a principal speaker at Tuesday's luncheon here launching the motion picture industry's annual Red Cross campaign for 1959. Spyros P. Skouras, 20th Century-Fox president and chairman of the film industry's annual campaign, will preside over the luncheon affair at the Metropolitan Club.

Name Winners Krim Sales Dri

United Artists' Chicago, I and Minneapolis exchanges hav the company's "Salute to Krim" sales drive in their resp groups, it was announced by ca Robert S. Benjamin, chairman board, and William J. Hienema vice-president in charge of tribution.

The winning branch manage Harry Goldman, Chicago; Topal, Buffalo; and Carl Olson neapolis. Eastern District m Gene Tunick led in the final standings.

Placing second in their res groups of equal grossing po were Washington, Charlotte an Haven, followed by third plac Angeles, Cleveland and Milwa

Prizes Total $60,000

The drive honoring the UA dent awarded an overall to $60,000 in prize money over week period, divided into fo and final five-week period, t ticipating division, district, and sales managers, salesme bookers in the company's U. Canadian territories. This is th est amount ever earmarked for sales campaign.

Hazard Appointed Seattle Sales Manag

Robert M. Hazard has be pointed to the newly-created of United Artists sales mana Seattle, it was announced h James R. Velde, general sale ager. Hazard will serve unde the branch manager Arthur J van.

Hazard joined the company booker of the San Francisco br 1951. He was later made offic ager of the San Francisco bra post he held from 1953-55. 1955-57 he served as a salesm UA's Denver branch office. I he returned to San Francisc salesman and held that post u recent appointment as sales m in Seattle.

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
DEBORAH KERR • YUL BRY
in ANATOLE LITVAK'S Productio
"THE JOURNEY"
From M-G-M in METROCOLOR
and GALA NEW STAGE SPECTAC

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HE WORD IS OUT AND THE WORD IS BRAVO!

JOHN WAYNE

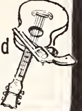
The big guy with the battered hat...

DEAN MARTIN

'Dude'—the wreckage piled up by a fast woman...

RICKY NELSON

The rockin' baby-faced gunfisted kid...



...and the girl they all call 'Feathers'

HOWARD HAWKS' **RIO BRAVO**

TECHNICOLOR®
from WARNER BROS.

YOU'VE SEEN NOTHING LIKE 'EM TOGETHER... AND IN THE HEAT AND HATE OF RIO BRAVO NOTHING CAN TEAR 'EM APART!

Hear Dean and Ricky Sing...

"RIO BRAVO"
"MY RIFLE, MY PONY AND ME"
"CINDY"

CO STARRING
ANGIE DICKINSON · WALTER BRENNAN · WARD BOND JOHN 'Lawman' RUSSELL

WITH
PEDRO GONZALEZ-GONZALEZ · ESTELITA RODRIGUEZ · Screenplay by JULES FURTHMAN and LEIGH BRACKETT
MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN · AN ARMADA PRODUCTION · Directed and Produced by HOWARD HAWKS

OU GET IT FROM WARNERS ON MARCH 18!

HECK THE PRESSBOOK AND YELL BRAVO! SMASH ACTION AND PERSONALITY ADS TO HIT HOME HE HOTTEST CAST IN YEARS ● A ROUSING TRAILER PLUS A SPECIAL RICKY NELSON THEATRE EASER TRAILER ● STRIKING DOOR PANELS OF ALL THE STARS ● A MASSIVE SOUND TRACK RADIO POT CAMPAIGN, INCLUDING DEAN MARTIN — RICKY NELSON SINGING SPOTS ● A SPECIAL RICKY ELSON ONE-MINUTE TELEVISION SPOT ● A NEW DEAN MARTIN CAPITOL RECORDING ● A RICKY ELSON GLOSSY HERALD ● AND LOTS, LOTS MORE! **YELL BRAVO — AND THEN SELL BRAVO!**

Television Today

Westinghouse, Desilu In $12,000,000 Deal

A deal has been concluded between the Westinghouse Electric Corp. and Desilu Productions for Westinghouse to continue to sponsor the one-hour series, "Westinghouse Desilu Playhouse." The new agreement with Westinghouse calls for an expenditure in excess of $12,000,000 for time and talent.

The 1958-59 Westinghouse commitment called for Desilu to produce 42 one-hour shows, including seven special Lucille Ball-Desi Arnaz hour shows; during the new 1959-60 season, Desilu plans the production of a larger number of special shows for the Playhouse.

CNP Adds Two New Rerun Territories

A new all-time sales record set by CNP for the month of February and the immediate prospect of brisk selling activity for reruns have led to the establishment of two more regional sales territories for CNP's victory program sales.

Jake Keever, CNP vice-president and general manager, launched the VPS expansion with the appointments of Robert Schultz and Frank O'Driscoll to the sales staff.

Schultz, formerly associated with Shamus Culhane and with CNP Film Service Sales, will be VPS eastern representative. O'Driscoll, previously with Telestar Films, C. & C. TV Corporation, and Guild Films, becomes its midwestern representative.

Berger to Screen Gems As Business Director

Herbert L. Berger has joined Screen Gems as director of business affairs, it was announced by Burton H. Hanft, vice-president and treasurer of the Columbia Pictures TV subsidiary.

Berger comes to Screen Gems from the Dancer-Fitzgerald-Sample advertising agency, where he was business manager of the radio-TV department. He joined D-F-S in 1955. Before that he was for three years general manager of Guy Lombardo Enterprises, supervising Lombardo's TV film series and his summer productions at Jones Beach.

Berger has an extensive background in production and business affairs in the entertainment field. He has produced and managed legitimate theatre productions, on and off Broadway, and has packaged night club revues. He has also produced industrial presentations for major manufacturers.

Decree Provisions Cited

(*Continued from page* 1)

ture on the licensing of another, and the licensing of a group of pictures either after trade showing or with a 20 per cent cancellation privilege, and (2) requiring licensing theatre-by-theatre and without discrimination in favor of affiliates or circuits.

Three decree injunctions relating to the granting of clearances might be brought into play under situations which conceivably might arise if the Paramount case judgments were to be held to be applicable to the defendants' television activities, the report states.

Those prohibit distributor defendants from agreeing with exhibitors or distributors to maintain a system of clearances; from granting clearance between theatres not in substantial competition, and from granting clearance against theatres in substantial competition in excess of what is reasonably necessary to protect the licensee in the run granted.

Other Situations Cited

Other situations which conceivably might arise if the decrees were held to be applicable to television interests could bring into play injunctions against the acquisition or leasing of theatres by producer-distributors without prior court approval; injunctions against picture companies reentering theatre operation and theatre companies going into production-distribution. The latter injunction, however, does not apply to Paramount, RKO, American Broadcasting - Paramount Theatres and RKO Theatres, from whose decrees it was omitted.

In addition, the report notes that in some decrees there are "subsidiary injunctions which could conceivably come into play (if the decrees were held to cover television) which prohibit (1) production - distribution company officers and directors from having a direct or indirect interest in exhibition; (2) officers and directors of theatre companies from having a direct or indirect interest in production or distribution, and (3) officers or directors (other than 20th Century-Fox) from being affiliated with any circuit which has been a defendant in an anti-trust suit brought by the government relating to production, distribution and exhibition of films.

Covered in Fox By-Laws

The by-laws of 20th-Fox were to provide that no officer, director or substantial stockholder in another film distributing company can be elected an officer or director.

The Silverman report notes that "Conceivably, there are still other provisions (of the Paramount case decrees) that might have some application, but it is not believed there are many" (in the event the decrees were to be held applicable to television). "If there are any, their application is not readily apparent. In any event, the principal provisions that might have some application if judgments are to be applied to the television activities of the Paramount defendants have been listed."

Silverman's report was given to Judge Palmieri on Monday. Reportedly, he has been studying it since and it was not made available until late on Wednesday. Since then, there has been no indication from the court of any further action, if any.

Television Interests Listed

The report listed the well known television interests, if any, of every Paramount case defendant, both film and theatre companies.

It noted that RKO Theatres and Loew's Theatres have no television interests and are not involved, and that RKO Radio Pictures, for all practical purposes, is no longer a factor in the domestic film scene.

It also noted that except for the availability of some of their films to television, Warner Bros. and United Artists are without TV interests; that Universal's main TV interest is in the sale of TV rights to its pre-1948 releases to the Columbia Pictures subsidiary, Screen Gems, and that the government has pending in U.S. District court here now an anti-trust action challenging the legality of that deal.

It notes, too, that Stanley Warner's only interest which could be involved is an Albany, N. Y., TV station.

Six Companies Heavily Involved

TV interests of the other companies concerned—Columbia, Loew's, Inc., Paramount Pictures and AB-PT, 20th Century-Fox and National Theatres—are appreciable and are listed in the report.

Judge Palmieri asked Silverman to prepare the report during hearings last December on National Theatres' application for authorization to acquire control of National Television Associates. When Judge Palmieri learned that 20th Century-Fox owned a half interest in an N.T.A. subsidiary producing and distributing films for TV, he said he would not approve the National Theatres' deal on the grounds that it would reunite the theatre company in a joint interest with the film company from which it had been divorced by Federal decree. The deal was approved after 20th-Fox relinquished its NTA tie.

Silverman at the time said that the Justice Department had taken the position that since there was no mention of television in any of the Paramount case decrees, those judg had no application to the tele interests of the companies conc but that if such interests sug anti-trust violations on their the Department would investiga bring suits as circumstances indi

Judge Palmieri commented th haps the Department had be error in its thinking and req the report on all of the Para case defendants' TV interest March 2.

'Anne' Ticket Sales Set Record at Palace

The RKO Palace on Broadwa sold twice as many tickets in ad for reserved seat performanc "The Diary of Anne Frank" th any of the top "in person" star to play the house, theatre official yesterday. On the basis of ad sales they predict the 20th-Fc lease will set new Palace reco

There are to be ten perform of the film each week. It March 17.

'Option Tim

(*Continued from page* 1)

the same time also published a reported but never-revealed FC decision that option time needed.

The FCC refused to say w will do now. It could presumabl action to bring its rules in line the Justice Department position could sit back and see whether will actually bring an anti-trus

The FCC's own network committee attacked the option practice, declaring it cut both pendent program producers and network advertisers off from loc tion prime time. Justice submitt informal statement to the FCC ing the practice to be an ant violation.

Followed Lengthy Discussi

After much debate, the 4-3 decision came. It held, accord today's announcement, that wh practice involved some unde results, nonetheless it was "r ably necessary for successful n operation" and therefore def in the public interest. Chairman fer and Commissioners Lee, and Cross were in the majority Commissioners Hyde, Bartley Ford dissenting.

The FCC opinion was sent t tice, and the Hansen opinion lished today came back. Hanse "It seems clear that option viewed in the context of its pr market effects, substantially re the ability of affiliates to deal w wares of network competitors prime viewing time." Option clauses in TV contracts, he de "are legally indistinguishable the practices condemned" by t preme Court in the Paramount

scar' Show

(Continued from page 1)

atrical newsreels will also in-
a special film clip devoted to
ent.

ussion was also held on the
circuit telecast which will pre-
ne Awards telecast. The closed-
program, which has been de-
as "the largest press confer-
history" will be beamed to an
e of editors, columnists and
pinion-makers, as well as to
ilities of the Canadian Broad-
Corp.

les McCarthy, Compo in-
on director, told the committee
hibitors have been picking up
promotion kits in "large quanti-

her matter that came before
mmittee yesterday were the pro-
New York censorship bills.
Schreiber, who represented
AA at public hearings on the
es here last week, gave a full
on the bills and their signifi-
followed by McCarthy, who
ted copies of the brief deliv-
the Joint Committee on the
tion and Dissemination of Ob-
aterial by Compo. No specific
however, was taken by the
committee on the problem.

ller and Livingston Report

nth long study of New York
wspaper advertising was sub-
to the committee by members
ller and Jeff Livingston. Fol-
perusal of the study, which
nducted by Donahue & Coe,
nroe Greenthal Agency and
Schlaifer & Co., all New
agencies, committee members
Gould, Jeff Livingston and
McCarthy will visit all metro-
newspapers to discuss the pos-
of improving the treatment
ndling of motion picture ad-
and publicity.

committee also approved co-
n with WJAR-TV, Provi-
on an educational series on
pictures. Approval was also
for the issuance to 5,000
of a special poster to tie-in
tional Library Week, which
held April 12-18.

ncement was made yesterday
thur Krim will accept the
n-Israel Chamber of Com-
ward to honor the motion pic-
ustry at a dinner to be held
at the Biltmore Hotel here.

Editors for Top
rage of 'Oscar'

g attention to the fact that
r's Academy Awards telecast
the largest audience of any
the 1957-58 television season,
t in the series of Compo ads
or & Publisher" suggests that
give the greatest possible cov-
preparations for this event.
will appear in the issue dated
v.

ad is captioned "What Is
t's a Show That Attracts 70
People."

TOA Sets Grass Roots Drive

(Continued from page 1)

ly by Senators John F. Kennedy of Massachusetts, Wayne Morse of Oregon, Pat McNamara of Michigan, James E. Murray of Montana, Jennings Randolph of West Virginia, and Harrison A. Williams, Jr., of New Jersey, all of whom are members of the 15-man Senate Labor and Public Welfare Committee.

House Bills 449 and 450 by Representative Herbert Zelenko of New York, a member of the House Education and Labor Committee.

House Bill 317 by Representative Hugh Addonozio of New Jersey.

For Any 'Service Establishment'

A. Julian Brylawski of Washington, D.C., chairman of TOA's National Legislation Committee who will coordinate TOA's campaign in the Capitol, told the TOA board at its mid-winter meeting early this week, that the Senate bill, because of its unusual mass-sponsorship by committee members, is the bill most likely to be pushed for passage. This bill extends coverage to any "service establishment" with $500,000 annual gross sales, or in the case of theatres, admissions and other revenue.

Kerasotes and Brylawski both declared that if theatres were required to pay ushers, doormen, cashiers, candy attendants, and other hourly employees a $1.25 rate, thousands would be forced to close.

The committee, which will seek the help of all exhibitors in contacting the House and Senate Committees, and the legislators they have been asked to contact, are as follows:

Alabama, Richard M. Kennedy for Sen. Lister Hill, chairman, and Rep. Carl Elliott; Arizona, George Aurelius, for Rep. Stewart L. Udall; California, William Forman for Rep. Edgar W. Hiestand, Joe Holt and James Roosevelt; Connecticut, Albert M. Pickus for Rep. Robert N. Giaimo; Georgia, Willis Davis for Rep. Phil M. Landrum; Indiana, Spiro Papas for Rep. John Brademas.

Illinois, David Wallerstein for Sen. Everett M. Dirksen and Rep. Roman C. Pucinski and John Brademas; Kentucky, Gene Lutes for Sen. John Sherman Cooper and Rep. Carl D. Perkins; Massachusetts, Frank Lydon for Sen. John F. Kennedy; Michigan, Joseph C. DePaul for Sen. Pat McNamara and Reps. Robert P. Griffin, Clare E. Hoffman and James G. O'Hara; Minnesota, Harold Field for Rep. Roy D. Wier.

Montana, Carl Anderson and Clarence Golder for Sen. James E. Murray; New Jersey, Walter Reade, Jr., for Sens. Clifford P. Case and Harrison A. Williams, Jr., and Reps. Peter Frelinghuysen, Jr., Dominick V. Daniels, and Frank Thompson; New York, Samuel Rosen for Sen. Jacob Javits and Reps. Albert H. Busch, Ludwig Teller, Herbert Zelenko, Adam C. Powell and Stuyvesant Wainwright.

North Carolina, Ernest G. Stellings for Rep. Graham A. Barden, chairman; Ohio, Willis Vance and Herman Hunt for Rep. William H. Ayres; Oregon, Albert Forman for Sen. Wayne Morse and Rep. Edith Green; Pennsylvania, Tom Friday and C. V. Smith for Sen. Joseph F. Clark, and Reps. John A. Lafore, Jr., Elmer J. Holland, John H. Dent and Carroll D. Kearns; Texas, Robert J. O'Donnell for Sen. Ralph Yarborough; Vermont, Martin Mullin for Sen. Winston L. Prouty; West Virginia, Paul Roth for Sen. Jennings Randolph and Rep. Cleveland M. Bailey.

U. S. Films in Italy

(Continued from page 1)

French films, or 59 per cent, were morally offensive. Italy was second with 54 out of 150, or 36 per cent. Only 48 out of 253 U.S. films, or about 19 per cent, were offensive.

Of all of the films shown in Italy in 1958, 90 per cent gained acceptable ratings, compared to 93.5 per cent the year before. "These statistics are disquieting," Msgr. Galletto said.

He saw no need for legislation because "it would be sufficient if regulations in force were respected and some positive help were given to those people who are seriously interested in pulling the cinema out of the mire into which it seems to have fallen.

"One must also restore confidence to the public by showing films worth being seen and by firmly believing that the cinema can and must be art. If all this is done both art and morals will benefit."

PEOPLE

George Kerasotes, president of Theatre Owners of America, has been commissioned an "Honorary Texas Citizen" by Gov. Price Daniel, chief executive of the Lone Star State. The honor paid **Kerasotes,** who is a citizen of Illinois, followed his recent appearance and address at the convention of the Texas Drive-in Theatres Association.

□

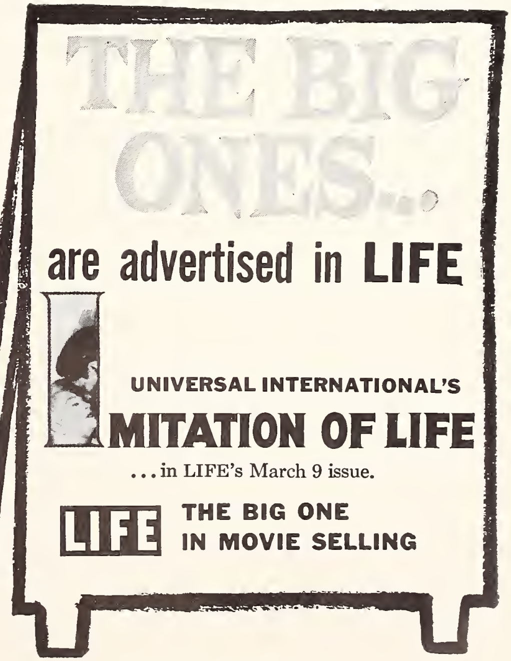
Joanne Woodward, voted "Woman of the Year" by the Hasty Pudding Theatricals of Harvard University, today will receive the annual award from members of the group at the 21 Club. The Academy Award-winning actress, who will receive the distinguished scroll and coveted Hasty Pudding Pot, was selected "because of her exceptional performances in motion pictures and her quick rise to stardom."

□

Dave Harris, with the Stein Theatre Circuit in Florida for 11 years, has been named manager of the Fay Theatre, Jasper, Fla.

□

Irving M. Levine, president of the Northern California Theatre Owners Association, will hold a press conference here today at the offices of Theatre Owners of America.



THE BIG ONES...
are advertised in LIFE
UNIVERSAL INTERNATIONAL'S
IMITATION OF LIFE
...in LIFE's March 9 issue.
LIFE THE BIG ONE IN MOVIE SELLING

. . . NEWS ROUNDUP

S.L.C. Approves ACE

Exhibitors of the Salt Lake City exchange area have voted unanimous approval of the American Congress of Exhibitors' program. Notification of the area's approval was made to ACE national headquarters here by Sam Gillette, president of Mountain States Theatres Association, and ACE area co-chairman with George Aurelius.

■

'Room' To Fine Arts

"Room at the Top," new British film for release here through Continental Distributing, will have its American premiere at the Fine Arts Theatre here following the current engagement of "The Two-Headed Spy."

■

Pathe Elects O'Connor

The election of James L. O'Connor as vice-president of Pathe Laboratories, Inc., was announced by O. W. Murray, president. Pathe is a subsidiary of Chesapeake Industries, Inc.

■

'Topaze' Booked Here

David O. Selznick's production of "Topaze," starring the late John Barrymore, has been booked for an extended engagement at the Thalia Theatre here, beginning Friday, March 13, H. H. Greenblatt, general manager of NTA Pictures, announced.

Order Kansas Board Rescind Film Ban

Special to THE DAILY

KANSAS CITY, March 5.—An order directing the Kansas Board of Review to rescind a ban against the showing in the state of the film "Mom and Dad," was issued today by Judge O. Q Claflin III, of the Wyandotte County, Kansas, district court.

The state censor board had refused to approve the picture without deletion of childbirth scenes and Capitol Enterprises, Inc., a New York film distributor, had challenged the ruling.

In issuing the order, Judge Claflin explained that rules set up by the censor agency in 1954 were broader than the law permitted and pointed out that the Supreme Court had said censorship could be only on the basis of obscenity and "obscene" was something which tends to excite the average person to lust.

"The film," the judge said, "is not obscene under this definition."

Meanwhile, explaining the reason why a previously banned film, "The Case of Dr. Laurent," had been cleared for showing in Kansas, Mrs. Hazel Runyan, chairman of the Kansas board, said that the action was taken after a new regulation amendment by John Anderson, Jr., State Attorney General, had been adopted by the censorship agency.

"The new regulation," Mrs. Runyan said, "is based on the most recent decision of the United States Supreme Court on the question."

350-Theatre Cooperative Plan for 'Tree' Pays Off in Nine-State Area

Special to THE DAILY

DES MOINES, March 4.—Combined exhibitor-distributor planning and showmanship produced record or near-record business for almost every one of the 350 theatres in a nine-state Great Plains area that participated in the huge booking and exploitation program for Warner Bros. "The Hanging Tree," new Gary Cooper, Maria Schell and Karl Malden release.

Myron Blank, head of Central States circuit with headquarters here, and one of the prime movers in the plan that encompassed the area from the Minnesota-Dakota to Texas, was enthused over the results.

"We spent considerable time and money," he said, "to prove to the industry that with an intelligent, well-designed and tailored campaign we can bring people out of their homes and into the theatres to see good pictures.

Sees Wide Adaptability

"In my opinion, a similar arrangement to that which we have started in this area can be done in nearly any territory in the United States if exhibitors and distributors will sit down and intelligently and fairly try to work out a good campaign, custom-designed for their areas. A tremendous amount of money often is wasted because the proper campaign is not developed before the picture opens."

In many situations grosses for "The Hanging Tree" rivalled or topped those for "Auntie Mame." A one-week gross of $4,261 was reported here; another of $9,600 in Kansas City. Unusually strong returns are reported from Grand Forks, Sioux Falls, Rochester and elsewhere over the Great Plains area. Concededly one of the big factors in the success of the campaign was the cooperative merchandising effort in which the participating circuits, independents and Warners joined hands. The combined support for the campaign enabled the picture to get the broadest possible interest and attention.

Big-space ads were taken in all major newspapers in the area. Special copy was planned and prepared by the circuits' advertising departments, which made them available to the independents. In many situations, such ads were used in addition to the basic copy placed in the area by Warners.

Augmenting the newspaper campaign was the use of radio spots based on excerpts from the sound track of "The Hanging Tree." These were placed during prime evening time, with 10 spots used on each station for five full days, including two days before opening.

Page One Stories a Feature

Another feature of the campaign was strong, concentrated publicity, with page one stories carried by many papers where the picture opened. Cooper and Miss Schell were available for long-distance telephone interviews from Hollywood and New York, respectively, which contributed an important amount of news space to the area campaign. Also, the title song was plugged on local radio and television programs and the Warner national contest for the best rendition of the tune by a teen-ager was boosted throughout the area.

NT to Proceed

(Continued from page 1)

quire control of television station WNTA-TV, WNTA-AM-FM in Newark, N.J. and KMSP-TV in Minneapolis, Minn. National Theatres, Inc. also currently owns and operates WDAF-TV and WDAF-AM in Kansas City, Mo.

The transfer is authorized, the FCC added, on condition that it does not prejudice any future determination which may result from the government civil anti-trust suit against NTA.

The offer currently in effect to National Telefilm shareholders gives an $11 5½ per cent debenture and a warrant for the purchase of one-fourth of a share of National Theatres, Inc. common stock in exchange for each share of NTA stock. An equivalent offer is also in effect to NTA warrant holders.

March 16 has been set as the expiration date for the offer.

Indian Film Winner

(Continued from page 1)

in person by Goldwyn tonight, to V. Shantaram, producer of the film, who flew here from Bombay, India, to accept the award at the banquet of the Hollywood Foreign Press Association at the Ambassador Hotel.

"Two Eyes, Twelve Hands," a story of a prison camp in modern India, was selected by the Hollywood Foreign Press Association as the best motion picture produced outside of the United States in 1958, and designated to be the recipient of the first Samuel Goldwyn International film award.

In making the presentation to Shantaram, who produced, directed and starred in "Two Eyes, Twelve Hands," Goldwyn pointed out that, "There is no medium which does more on a 'People to People' basis than motion pictures."

Susan Hayward and David Niven received "Golden Awards," Miss Hayward for her portrayal in "I Want to Live" and Niven for his work in "Separate Tables." A comedy citation went to Rosalind Russell for her "Auntie Mame" and to Danny Kaye for his half of the title role in "Me and the Colonel."

Two awards were given for supporting performances: to Bu
for "The Big Country" and
mione Gingold for "Gigi."

Voted best picture was "T
fiant Ones"; best musical,
best comedy, "Auntie Mame.
Inn of the Sixth Happiness" w
ored as the film best promotin
national understanding.

Vincente Minelli received
ganization's accolade as the be
tor for "Gigi."

The Cecil B. DeMille Awa
to Maurice Chevalier, while
MacLaine was termed "most
actress of the year."

Goldwyn also presented E
van with the Association's
"for outstanding achievement
ing international scope to
in 1958."

B-B Campai

(Continued from page 1)

discussion last year, reaffirm
stand without extended discus

Presumably, it will so advi
Montague, chairman of the
ecutive committee, who is sch
to present the exhibitor propo
an abbreviated campaign to th
meeting of the MPAA board,
for which has not been set ye

The last exhibitor propos
made by Ernest Stellings,
Owners of America member
b-b executive committee, to th
board at its meeting in Wash
early this week. Stellings said
tor contributions of $159,000
could be augmented by a $5,0
contribution, are presently av
If distributors would match th
he said, there would be su
financing to proceed this sprin
the radio phase of the b-b p

Distributors have taken the
that they agreed to match e
contributions toward a comple
paign costing $2,300,000, of w
$300,000 radio campaign was
part. Another part was the A
Awards telecast of last year,
$650,000, to which exhibitor
butions were to be applied on
basis with distribution. With
tion failing to come up with it
distribution bore the entire
is prepared to do the same ag
year, since Stellings' proposa
no mention of exhibition shar
part of this year's "Oscar"
cost, to which the industry w
mitted in advance.

With the advertising-publici
mittee unwilling to change it
the proposal to proceed with
campaign alone will have a
disadvantage when it goes
MPAA board. Indications are
campaign executive committe
may be split on the proposal.
this be the case, it would st
chance whatever of receiving
board approval.

Gets Fox Editorial

HOLLYWOOD, March 5.
ald Tait has been appointed a
trative head of the editorial
ment at 20th Century-Fox.

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

35, NO. 44 NEW YORK, U.S.A., MONDAY, MARCH 9, 1959 TEN CENTS

d Naming

Fabian Seen maining As E Chairman

Second Three Months omplete Organizing

H. Fabian, Stanley Warner president, is expected to conn his post as chairman of the an Con- of Ex- s for an- r three- term. an was tempo- chairman E at the ion of the aniza- ast Nov. a meet- the ACE ive com- here on 2, a plan was inaugurated for

Si Fabian

(*Continued on page* 3)

Wise, Belafonte alk About 'Odds'

By VINCENT CANBY

y Belafonte, one of the indusewest and most dynamic starve producers, and Robert nominated for an "Oscar" for rection of United Artists' "I to Live!", were hosts Friday

(*Continued on page* 4)

to Sponsor 1st eign Film Seminar

By WARREN G. HARRIS

e November, Theatre Owners erica will sponsor its first seminar eign film theatre operators. It n three days, and will be held the course of the San Fran- nternational Film Festival. announcement was made here

(*Continued on page* 5)

VISION TODAY—page 5

Columbia Starting 18 Films in Next Three Months; Plans 20 More Before Year's End

From THE DAILY Bureau

HOLLYWOOD, March 8.—Columbia Pictures announced at the weekend it will place 18 pictures into production in the three-month period beginning tomorrow and extending to June 1. In addition another 20 films are set to go before the cameras in the last six months of the year.

The pictures are to be produced at the studio, on location in this country, and abroad.

The Columbia announcement also noted the prospect of even more production being scheduled before the year's end. At this time there are some 33 independent producing units releasing through the company's organization.

The breakdown of March through May production follows:

March—"Battle of the Coral Sea," "Ten Years a Counterspy," "Anatomy of a Murder," and "The Gene Krupa Story." April—"Once More, with Feeling," "Dancing Bucket," "Our Man in Havana," and "A Magic Flame."

May—"Suddenly, Last Summer," "Who Is Sylvia?", "Who Was That Lady," "Air Force Academy," and "Pepe." June 1—"The Image Makers," "Caves of the Night," "The Mountain Road," "The Devil at Four O'Clock," and "Bent's Fort."

Columbia to Re-Release 'Waterfront,' 'Mutiny'

Columbia Pictures will re-release "On the Waterfront" and "The Caine Mutiny" in April, it has been announced by Rube Jackter, vice-president and general sales manager. Jackter noted that last year Columbia had great success with its re-release of "From Here to Eternity," which was handled as if it were a new film, with entirely new advertising and promotion campaigns, and was played by first run theatres in key cities.

The pattern developed for the "Eternity" re-release will be followed for both "Waterfront" and "Caine," with new campaigns being completed for selling the two pictures either as

(*Continued on page* 2)

Loew's Divorce Pact Signed; Effective Thurs.

Joseph R. Vogel, president of Loew's, Inc., and Leopold Friedman, president of Loew's Theatres, on Friday signed the final agreement for division of assets of Loew's, Inc. into two companies—Loew's, Inc. (MGM) and Loew's Theatres, Inc. The division will take place formally on Thursday.

The reorganization is in accordance with the plan approved by the stockholders and the Federal Court.

Under the agreement Loew's, Inc. (MGM) continues to own and operate all motion picture production and distribution facilities, all television assets and activities, all the recording company's assets, its music

(*Continued on page* 3)

Participation in Brotherhood Week Heads for All-Time Industry Record

Industry participation in the Brotherhood fund-raising movement this year is heading for an all-time record on many counts, national chairman Alex Harrison reported at the weekend.

This year's precedent-setting policy of leaving the date for local observance of Brotherhood Week to exhibitors is directly responsible for the high marks that are being established, he said. This development is due to the fact that autonomy has provided exhibitors with considerably more time in which to organize and conduct local brotherhood campaigns.

Results of audience collections in a vast majority of areas where Brotherhood Week has already been observed have exceeded those of 1957 and 1958. More than 16,000 theatres will participate.

Another contributory factor making this year's industry Brotherhood drive a banner one is that with more time in which to promote local observances, exhibitors have been recipients of extraordinary cooperation

(*Continued on page* 5)

U. S. Views Withheld

Feel D of J Is Wrong on TV Under Decrees

Industry Attorneys See No Reasonable Application

Industry attorneys questioned on Friday were found to be in complete disagreement with the Justice Department report to Federal Judge Edmund L. Palmieri which listed eight injunctions of the Paramount case consent decrees which Justice believes would be applicable in the event the court should find that the decrees cover the television interests of the defendant companies in that case as well as their film and theatre interests. At the same time, it was learned

(*Continued on page* 4)

M-G-M Momentum to Continue: Byrne

From THE DAILY Bureau

HOLLYWOOD, March 8.—The momentum given M-G-M by the releases of the past six months will be maintained throughout the fiscal year, which ends Aug. 31, John P. Byrne, vice-president and general sales manager said at the weekend. Byrne has been here to screen new product and ex-

(*Continued on page* 3)

Exhibitors Protest Md. Tax Increase

Special to THE DAILY

ANNAPOLIS, Md., March 8. — An exhibitor delegation from Allied Motion Picture Theatre Owners of Maryland, headed by president Jack L. Whittle, was here Friday to protest before the state legislature a Senate bill that would increase to three per cent the tax on motion picture admissions in Maryland's Hartford County. The present tax there is one half of one per cent.

At the same time the Allied group registered protest against another proposal designed to levy a ten per cent tax on closed circuit TV showings of prize fights in motion picture theatres.

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from Chicago.

•

Russell Holman, Paramount's Eastern production manager, returned to New York at the weekend from Hollywood.

•

Burton E. Robbins, National Screen Service executive vice-president in charge of sales, left here over the weekend for Rome.

•

Bernard M. Kamber, Hecht-Hill-Lancaster advertising-publicity executive, will leave here today for Durango, Mexico.

•

Abe Goodman, 20th Century-Fox director of advertising, will return here today from a Southern trip.

•

Dino DeLaurentiis, producer, left here on Friday for Rome.

•

Leslie Grade, British talent agent, returned to London from New York on Saturday via B.O.A.C.

•

Michael Sillerman, president of NTA Program Sales, left New York on Friday for Los Angeles.

•

Dino DeLaurentiis, producer, left here on Friday for Rome.

•

Warren Low, Hal Wallis film editor. is in Washington from Hollywood.

•

Edith Head, Hollywood fashion designer, arrived in New York on Saturday from Hollywood.

•

Noel Coward left here yesterday via B.O.A.C. for Montego Bay, Jamaica, B.W.I.

•

Oscar Doob left New York over the weekend for the M-G-M studios.

DRIVE-INS!
Start Your Season Right...
Open With Our Custom Produced
FULL COLOR
NARRATED
WELCOME BACK
TRAILER
NATIONAL SCREEN SERVICE

Purpose of Publicity in Hearings Denied by Censor Group Attorney

Editor's Note: The following letter from James A. Fitzpatrick, counsel to the State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material is in reply to editorials published in Motion Picture Daily on Feb. 24 and March 2 which suggested that the committee's desire for publicity which a newspaper strike denied its first hearing here last December on proposed film and theatre control legislation might have been responsible for the calling of a second hearing by the committee on Feb. 26. The editorials termed the second hearing unneeded because expressions on the pending legislation had been requested and are being given to the Assembly Judiciary Committee and the Senate Education Committee, to which the bills in question have been referred.

SIR:

I read the MOTION PICTURE DAILY with much interest and I have been interested in the oft repeated suggestion that the recent hearings in New York City were for publicity purposes. I note that you suggest this again in your editorial of Monday, March 2nd.

I think that the record should be set straight on this particular point. If you will examine the evidence I think that you will find that no attempt whatsoever was made to publicize these hearings. There was no news release issued immediately before the hearings, there was no press conference following the hearings and there was no news release following the hearings. There was no request for television coverage and there was no request for radio coverage. There was no request made for press coverage.

Certainly we have had sufficient experience to seek out and obtain publicity if it is desired.

I think you should also consider the fact that when this hearing opened I stated that it had been called primarily to afford the industry an opportunity to appear and express its opinion relative to the bills. Those invited to appear and testify were almost entirely from the industry. Others included had been requested to testify in the first instance but had been unable to do so. You yourself were requested to testify and refused.

I was particularly desirous of having you testify in view of the excellent editorial which you wrote on Monday, December 1, 1958. I find it difficult to reconcile the attitude that you expressed in that editorial with an attitude which would seem to imply that there is no need for the work of the above captioned Committee.

During the course of the recent hearings in New York I quoted extensively from the Motion Picture Production Code for which Mr. Martin Quigley was in large part responsible. This code appears to the undersigned to be perfectly excellent. If the industry was adhering to the spirit and letter of this code there would be no problem. It is my frank opinion that the product is frequently in clear violation of the code.

I feel that the hearings in New York were very productive. A number of suggestions were made which are now under active consideration by the Committee and which will be reflected in its future action.

Please be assured that the aim of the Committee is the elimination of abuse. As in other media, this can best be accomplished from within. When voluntary curbs fail to be effective, however, the question of state regulation is bound to arise.

JAMES A. FITZPATRICK

'James' World Premiere In Hollywood March 17

From THE DAILY Bureau

HOLLYWOOD, March 8.—United Artists' "Alias Jesse James," starring Bob Hope, will be given a benefit world premiere at the Westwood Village Theatre on March 17, with all proceeds going to Los Angeles' Holy Family Adoption Service. Top film and TV personalities will attend.

The Holy Family Adoption Service, founded by Mrs. Bob Hope in 1948, provides on a non-sectarian basis for the placement of children with adoptive parents without cost to them or the natural parents. During its 10 years of operation it has placed 1051 children.

Merger of Alden, List Approved by Directors

A merger of Glen Alden Corp. and List Industries Corp. has been approved by the boards of directors of both corporations, subject to shareholders' action, it was jointly announced at the weekend. List is the parent of RKO Theatres.

Alden Would Survive

Glen Alden Corp. would be the surviving corporation.

The merger is planned on the basis of five new Glen Alden shares for each four shares of present Glen Alden outstanding (1¼ new Glen Alden shares for one share of present Glen Alden); and one new Glen Alden share for present List Industries share outs ing.

Notices of shareholders' mee of both corporations and accom ing data are being prepared anc be mailed as promptly as possib shareholders of record on Marcl

MPAA's Blood Bank 100 Pints to Date

The MPAA has maintained a b bank through the Red Cross for use of its employees and their tives since 1952, and to date gathered over 100 pints of b Operation of the blood bank fa has been under the guiding han Dorothy Lutjens and Harold Bu

Burt, who has been a regular b donor since the war years, compl his third gallon donation—24 pi last Thursday.

Col. Re-releas

(Continued from page 1)

singles or as a double-bill packag

Important attention is being pa the radio spot commercials, as th campaigns were credited with of the success of last year's "Eter re-release. The same type of s taken directly from the sound-t of the films and time tailored fo fect rather than to standard rur times, have been prepared for " erfront" and "Caine."

New Slants for Ads

In developing new campaigns, phasis will be placed on the su matter and the personalities invo rather than relying on the previou themes, according to Robert S. guson, director of advertising publicity for Columbia.

Mills to Rochester On Censorship Bills

Taylor Mills, director of publi lations for the Motion Picture A is in Rochester today to rally su of newspaper publishers and ed against the proposed New York legislation to license theatres, cla films and regulate advertising.

Before meeting with the newsp executives Mills will confer with exhibitors, Lester Pollack of L Theatres and J. Golden of RKO tres.

'Windjammer' Repo

HOLLYWOOD, March 8.—"W jammer" has grossed close to $5, 000 since its Hollywood premier April. Total reported is $4,862,0 46 weeks, according figures rel by National Theatres.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Feeke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington. J. A. Otten. National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup. Editor; William Pay. News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan. Vice-dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

'Oscar' Kits Are
dered in N. E.

Special to THE DAILY

STON, March 8. — Over 80 my Award promotion kits were d by New England exhibitors ing a meeting held here last The meeting of the Boston tor committee was called by d S. Canter, chairman, to meet Harry K. McWilliams, publicity promotion coordinator for the Academy Awards telecast for PAA advertising and publicity ors' committee.

mbers of the exploitation com- who were in Boston at the time ttended the meeting.

Other Drives Described

ddition to describing the vari- aterials being sent to the com- in the field from New York e Coast, McWilliams also told hibitors about the campaigns ave been developed in New nd Toronto by exhibitor groups. plans will be attempted in

nding the meeting were: Hy New England Theatres; Jim ey, Interstate Theatres; Dick n, Maine and New Hampshire es; Joe Longo, Sack Theatres; ominto, RKO Memorial Thea- rl Goldman, secretary, Inde- t Exhibitors Association; Jack New England Theatres; Paul American Theatre Corp.; and lercer, Loew's Theatres.

oitation fieldmen attending the were: Floyd Fitzsimmons, Bros.; Joe Mansfield, United and John Markle, Columbia. d Sickles of National Screen o at the meeting.

or Wayne, Holden
'Horse Soldiers'

rom THE DAILY Bureau

HINGTON, March 8. — John and William Holden will ar- e tomorrow to accept personal- Gen. Ulysses S. Grant III cer- of commendation for their n, "The Horse Soldiers." Gen- ant will make the presenta- behalf of the Civil War Cen- Commission of which he is chairman.

resentation ceremonies, which held at Centennial Commission rters at 2 P.M., will be fol- by a reception in honor of and Holden at the Army and lub attended by members of mission high-ranking military, nd government officials and istinguished guests. The pic- U.A. release, is a recreation amous Grierson Raid, which the South in late 1863.

els Recovered

Samuels, former president a Vista, has completely recov- n a leg injury and will shortly e his future plans.

Roach Holds Largest Stock in F. L. Jacobs

Hal Roach, Jr., president and chairman of the F. L. Jacobs Company, said at the weekend that he is the largest single stockholder in the firm. He also said that the company, on behalf of its stockholders and employees will "vigorously resist" any motion by the Securities and Exchange Commision to appoint a receiver.

A show cause action on this matter is returnable today before Federal Judge Sidney Sugarman.

"I feel certain that we will be able to prove to the court that the F. L. Jacobs Company has a very substantial net worth and can meet all its financial obligations and that the appointment of a receiver would be detrimental to the best interests of the company," Roach said.

"I have personally invested over one million dollars in the F. L. Jacobs Company and I am the largest single stockholder. The SEC has alleged that I have obtained my stock through mysterious sources. However, I will be able to prove to the court that I purchased my stock through world-renowned brokerage houses. A world-renowned jurist once said, when the law is with you, pound the law, when the law is against you pound the table. The SEC has found many ways to pound the table. We will continue to pound the law."

Brooks Leaving S-W; Will Acquire Theatres

Special to THE DAILY

PHILADELPHIA, March 8.—Bernard P. Brooks has resigned as assistant zone manager in the Philadelphia and Washington Zones for Stanley Warner Theatres, effective March 20, it is announced by Frank J. Damis, vice-president and zone manager for the territories. Brooks will enter theatre exhibition for himself in Northern New Jersey upon the acquisition of theatres in that area.

Brooks has been associated with Stanley Warner Theatres for the past three years. Prior to that he was a member of the executive staff of Fabian theatres and chief film buyer. Before joining the Fabian organization, he was general manager of Rosenblatt and Welt Theatres, New Jersey and Staten Island, and was also a member of Paramount.

M-G-M Momentum

(*Continued from page* 1)

pressed great enthusiasm at what he has seen.

"As a result of the studio's long range planning policy all pictures for the balance of the fiscal year have been completed," he said. Over-all sales campaigns will be individually designed to achieve the "maximum box office potential of each picture," he added.

Details on the releases and campaigns were set at a week of conferences with Sol C. Siegel, vice-president in charge of production, and Benjamin Thau, administrative head of the studio, and Byrne.

Fabian-ACE

(*Continued from page* 1)

a rotating chairmanship every three months, and Fabian was elected first chairman under the plan. The three-month term expires next Thursday.

Fabian has protested on earlier occasions against his being named to the post. However, other possible candidates have been equally reluctant to accept the time-consuming work and responsibility and Fabian has ended up by acquiescing to the wishes of the executive committee.

Indications are he will again be persuaded to remain in the post, this time for another three months to June 12, largely on the ground that ACE still is in a crucial stage with most of its major projects and plans still in a formative state.

Moreover, continuity of the organization eventually will depend upon adoption of a permanent financing plan. None has been devised yet and Fabian's continuance in the principal administrative post is desired within ACE at least until that problem has been resolved.

World-Telegram to Have 'Oscar' Winners Contest

After an interval of several years the N. Y. World-Telegram and The Sun will again conduct an Academy Awards contest, this time running from March 16 to April 3. The paper will offer a total of $3,500 in cash prizes to those who most nearly select from among the Academy Award nominees the actual winners. First prize is $2,000.

In addition to the top picture and talent categories, the contest this year also will include the best song award winner.

The W-T's contest is expected to be an important attention-winner in the metropolitan area for the telecast of the "Oscar" presentations on April 6. A considerable amount of space will be devoted to the contest, the nominees and the presentation program throughout the two weeks it is in progress.

Loew's Pact

(*Continued from page* 1)

company assets and theatres owned in foreign countries with the exception of Canada.

All domestic and Canadian theatres plus the New York City radio station (WMGM) will be transferred to Loew's, Theatres, Inc.

Trading on a regular basis in the new shares of Loew's, Incorporated (MGM) and in the shares of Loew's Theatres, Inc., will begin on the New York Stock Exchange on Friday.

However, advance trading in these shares on what is called "a when-issued basis" will begin today. This means that orders to buy or sell the shares of common stock of either company may be executed immediately, but that certificates for the shares so traded need not be delivered before March 18.

PEOPLE

John C. Flinn, who has resigned as Allied Artists director of advertising-publicity to accept a similar post at Columbia Pictures, was honored in Hollywood on Friday at a luncheon in Los Feliz Brown Derby. His host was **Steve Broidy**, AA president. Among those attending were **George D. Burrows**, vice-president, and **Sanford Abrahams**, who succeeds Flinn. The latter will take over his new duties at Columbia today.

□

Earl W. Dyson has been appointed to succeed **Harry Gaffney** as branch manager in Kansas City for American International Pictures. **Gaffney** resigned the post to move to the Coast because of illness in the family.

□

Paul D. Little, who has headed Pepsi-Cola's national cup vending sales, has been promoted to manager of total syrup sales development. **Norman Wasser**, manager of theatre sales since July, 1957, has taken on additional sales responsibilities as manager of national cup vending sales. Both appointments are effective immediately.

□

Samuel Goldwyn has consented to continue in his post as honorary chairman of the amusement division of Hollywood's Jewish Welfare Fund Campaign. **Sol C. Siegel** and **Abe Lastfogel** have accepted posts as vice-chairmen of the UJWF. Others are **Samuel J. Briskin, Steve Broidy, Phil Feldman, B. B. Kahane, Jack Karp, Sid Rogell** and **Mendel Silberberg. David A. Lipton** is divisional chairman.

RCA Dividends Set

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable April 27, 1959, to holders of record at the close of business March 16, 1959, was announced at the weekend following a regular meeting of the RCA board of directors. At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period April 1, 1959, to June 30, 1959, payable July 1, 1959, to holders of record of such stock at the close of business June 8, 1959.

1,000-Car Drive-in Set

HOLLYWOOD, March 8. — Plans were announced today for a modern 1,000-car capacity drive-in theatre in Santa Maria, Calif. Purchase of the land has been completed and construction commences immediately by Pacific drive-in theatres in association with Principal Theatres. An opening in time for summer vacation season is contemplated.

The new drive-in will feature latest innovations in sound, projection and screen.

"This is an Adult Western... all the horses are over 21"

ALIAS JESSE JAMES

COMING THRU UA SOON!

40th Anniversary / 1919-1959

Industry Attorneys Feel D. of J. Is in Erro

(*Continued from page* 1)

that the five-page report made available to the press in U.S. District court here last week was only a part of the complete report given Judge Palmieri by the Justice Department. The full report was 13 pages long and the sections which were not made public are understood to include the Department's views of whether the Paramount case decrees are applicable to decree companies' television interests and, if so, whether those interests violate or contravene the decrees.

The general supposition is that the Department does not regard the companies' television interests as being covered by the decrees. Assistant U.S. Attorney General Maurice Silverman, who prepared the report at Judge Palmiere's request, told the court last December that the Department's position is that the industry consent decrees apply only to theatrical motion pictures and theatres, not to television or other interests outside the immediate industry.

However, at that time, Judge Palmieri suggested that the Department give further thought to its position, suggesting the possibility that the wrong interpretation might have been given to the decrees.

Some industry attorneys said they believe that in relation to the negotiated parts of the Paramount case decrees, and especially in those of Paramount itself and RKO, confidential files would show some references to what was in the minds of both government and company negotiators at the time, and that more than likely that would be that the decrees w exclusively applicable to theatres a films.

When Judge Palmieri asked for television report last December made it clear that he had not made his mind about the applicability of decrees to the companies' TV int ests. He said he merely wanted "be informed" and to be assured the government "that the decrees being observed in this instance."

Points to National Theatres

He had reference to National Th tres' application for authorization acquire control of National Tel sion Associates at a time when 2 Century-Fox had a 50 per cent terest in an NTA subsidiary. He declined to approve the applica until 20th relinquished its interes

When the court then asked Sil man to prepare a report on the interests of the decree companies was felt in some legal circles that wished to be assured that there v no instances of a divorced comp having a joint interest with the c pany from which it was divorcec a television or other enterprise.

The Justice official told Palm that the government reserved rights to bring anti-trust act against the Paramount case def ants whenever they seemed ranted.

Former Suit Rejected

In this connection, the governm brought an anti-trust suit ag some of the companies several ago in an endeavor to require the license 16mm. prints of their fe pictures to television. The case thrown out by Federal Judge Y wich in U.S. District Court in Angeles. The government now pending in U.S. District Court an anti-trust action against Colu Pictures, Universal and Screen (over the latter's telivision distrib rights to the pre-1948 film librari the other two companies. Sc Gems is a Columbia subsidiary.

Legal circles believe that Ju recited the background inform of this kind to Palmieri to rea him that the Department's pos that the Paramount decrees do apply to the companies' televisio terests gives the companies no munity from anti-trust prosecuti the field of television.

Paramount Case Disregarde

Attorneys recalled that in 16mm. case the government di cite the practices complained violations of the Paramount de but brought the actions under anti-trust laws, unrelated to the mount case.

Most attorneys who were ask comment on the Department's r said flatly they disagree that a the eight provisions of the decre ed in the report would have any ceivable application to the co nies' television interests, even i decrees should be construed to such interests.

Wise, Belafonte Talk 'Odds'

(*Continued from page* 1)

to the trade press on the set of Belafonte's Harbel production, "Odds Against Tomorrow," now shooting at the Gold Medal Studios in the Bronx.

Director Wise, who also gets his first producer credit with this film, was high in his praise of the New York facilities. "Because shooting the film in California would have necessitated an elaborate and costly location trip to New York, shooting here will save up to $200,000 on the total budget," he said. The film, one of six which Belafonte's company is contracted to do for U.A. release over the next four years, is budgeted between $900,000 and one million.

Teamed with Robert Ryan

Belafonte was particularly enthusiastic about the script for "Odds," which tells of a "perfect" bank robbery. Two of the men involved are Robert Ryan and Belafonte. "Without focusing on the standard Negro-white situation," said Belafonte, "the film has a lot to say about the need for understanding among all people. Because of their lack of understanding, the two men in this story are destroyed. . . . Don't get me wrong, this is not a 'message' picture. But I do feel that any *good* picture has something to say."

Wise, who has achieved his greatest success with strong, contemporary themes, agreed with this. He also had some sharp comments to make about the need for promotion of a picture in today's market. "This was one of the first things I talked about to Harry," he said. "You've got to sell the hell out of a picture, starting before production, through production and on into release." The press trip Friday obviously was part of the overall program set up for "Odds."

Target Date Is June

Wise will stick with "Odds" through the editing and scoring stages and expects to have the film ready for delivery to U.A. early in June. His next project, under his deal with U.A., probably will be the life of Bob Capa, the *Life* photographer who was killed in Indo-China, but that won't roll until next summer. If he finds a suitable property, he may do another film in between.

Belafonte's plans include the life of Alexander Pushkin, great Russian writer, and a Civil War story called "The Brothers." He also revealed that U.A. "has talked" to him about playing in the screen adaptation of "West Side Story," owned by Ray Stark.

Also participating in Friday's trade interview was co-star Robert Ryan, another star who also has his own production company set-up with U.A. He noted with understandable pride that his "God's Little Acre" was heading for a total gross of $4,000,000. Finished in December was his soon-to-be released "Day of the Outlaw."

Starring in "Odds" with Belafonte and Ryan are Shelley Winters and Gloria Grahame, with veteran charactre actor Ed Begley in principal support.

'Hot' Booked for Over 100 Holiday Showings

"Some Like It Hot," Marilyn Monroe's new film, will open across the country for the Easter holiday in over 100 major situations, it is announced by William J. Heineman, United Artists vice-president in charge of distribution.

The UA release produced and directed by Billy Wilder will have maximum promotion in each of these regional engagements. Blueprints of the campaigns, now in work, were detailed last week by Roger H. Lewis, national director of advertising, publicity and exploitation who announced a $1,000,000, domestic promotion budget for the film.

"Some Like It Hot," has been set for its New York premiere at the Loew's State Theatre which is now being refurbished. In Los Angeles, the film follows "Auntie Mame" into the Chinese Theatre.

ased Earnings, Sales for ABC Vending

C Vending Corp. expects to re-ubstantial increases in earnings ales for 1958, Jacob Beresin, ent, told a meeting of the New ociety of Security Analysts here. n estimated sales rose to $65,- 0 last year, from $56,000,000 7.

its of the company, according esin, are figured to have been $1.68 a share, up from the recorded in 1957. 1958 figures clude operations of Confection t Corp., acquired in 1957.

otherhood

(Continued from page 1)

tate, municipal, religious, edu- l, business and professional . Governors in 22 states and in 113 cities have indicated ill issue Brotherhood Week pro- ions directly tied in with thea- ervances.

any instances members of the of all denominations have the attention of chuchgoers to heatres' Brotherhood Week ob- e.

vmanship has played a greater the industry's local Brother- Week observance than in past For instance: field reports re- by national exhibitor chair- dward L. Hyman show that in- f trailers, many exhibitors en- Catholic priests, Protestant rs and Jewish rabbis to jointly ppeals to theatre audiences to ute as generously as possible brotherhood fund.

year more than 16,000 thea- ll have taken cognizance and ated in Brotherhood Week by

Three Areas This Week

herhood Week has already uspiciously observed by the y in the Buffalo, Cincinnati, ville, and Washington areas. eek it is being held in the , Des Moines and Omaha ter- . RKO, Skouras, Stanley-War- d Randforce circuits' houses Paramount Theatre in New eld their audience collections past fortnight. However, inso- exhibition participation in the ork territory is concerned, the ent is also setting a precedent. of the availability of more which to campaign for their nce, more than 500 theatre rs have decided to set aside ly Easter Week (March 29-) as Brotherhood Week. "The late," area exhibitor chairman Rinzler and area distributor n Lou Allerhand announce, e determined at a meeting to l later this week."

ings scheduled for this week in , Minneapolis, Oklahoma City ttle will fix Brotherhood Week those areas.

90 Now Set for 'Oscar' Telecast

From THE DAILY Bureau

HOLLYWOOD, March 8. – The addition of 27 more personalities to the 31st annual "Oscar" Awards presentation show increases the total number of participants lined up by producer Jerry Wald to an even 90.

By the evening of April 6 when the Academy of Motion Picture Arts and Sciences honors 1958 achievements, Wald expects to have more than 100 of Hollywood's top stars in the fold for the 105-minute telecast.

The newly-added players are Ann Blyth, Dirk Bogarde, Red Buttons, Christine Carere, Lindsay Crosby, Gary Crosby, Arlene Dahl, Bette Davis, Kirk Douglas, Irene Dunne, Richard Egan, Zsa Zsa Gabor, Mitzi Gaynor, Alec Cuinness, Tab Hunter, Burl Ives, Burt Lancaster, Hope Lange, Erin O'Brien, Maureen O'Hara, Tony Randall, Debbie Reynolds, Tommy Sands, Inger Stevens, Jacques Tati, Elizabeth Taylor and Cornel Wilde.

TOA to Sponsor

(*Continued from page* 1)

Friday, by Irving M. Levin, president of Northern California Theatre Owners Assn. and executive director of the Festival, at a press conference at TOA headquarters.

Slated Nov. 22, 23, 24

The seminar will be held November 22, 23 and 24, Levin said, and will be the first opportunity for operators of specialized theatres to hear experts in this field discuss the advertising, exploitation and handling of specialized and foreign product, as a distinct and different operation from the running of regular commercial theatres.

To be conducted under the auspices of national TOA, the seminar will have Herbert Rosner and John Parsons of the Northern California TOA and Walter Reade, Jr., past president of TOA and chairman of TOA's foreign film committee, acting as co-chairmen.

Levin said that delegates to the seminar will attend morning and afternoon sessions each of the three days at a still to be selected art house in San Francisco. Films will be screened at the sessions, and clinics conducted on suggested handling of this product.

Hopes for Soviet Representation

The delegates will also participate in the formal Festival program each of the three evenings, Levin said. The Festival itself, which will be held at the Metro theatre, San Francisco, November 11-24, will be the third in a regular annual series of such events. Features to be shown are still not set, according to Levin, but he is hopeful that even the United States and Russia, the only two major countries which did not participate in the Festival last year, will be represented along with other nations. The Festival last year played to an audience of about 12,000 people, Levin said.

Television Today

IN OUR VIEW

BOB SARNOFF, the articulate and lively executive head of the National Broadcasting Company, last week took up the cudgels in behalf of a Pulitzer award annually to the best original television drama. He says it should be possible for a TV drama to "win America's most universally respected mark of creative excellence, a Pulitzer Prize."

Strangely enough, this is perhaps the first time anyone in a position of importance has voiced that particular approach with regard to television, the much-maligned, and much-favored electronic marvel of our scientific age of miracles. And, the odd part of it is, the proposition is so obvious, the need so glaringly apparent, that it seems slightly ludicrous that the matter has not been attended to long before this. As it is, in the fashion of this kind of thing, it probably will take a long, long period of time before anything concrete is done about it. But we hope not.

•

Mr. Sarnoff makes the point quite reasonably that one of the charges most often placed against television is its failure to give enough emphasis to original works of drama. Recognition of the sort which is inherent in the Pulitzer accolade would be the kind of thing which might serve to induce some of our more expert practitioners of the playwright's art to turn their attention more often, or a least once in a while, in the direction of the medium which reaches a greater audience at one time than any other yet conceived and developed by man.

"Encouragement" is one of the key words in the wording of the award stipulations which describe the awards set up originally by the late publisher. Surely, it may be said in all certainty that writing for the television medium is an art form which is decidedly in need of encouragement.

Says Mr. Sarnoff on the subject: "It is to my mind a rebuff of his (Joseph Pulitzer's) high purpose to ignore a medium that is potentially the most pervasive single influence on the minds and habits of the American people."

•

There is merit, also, in the point made that Pulitzer recognition would stimulate electronic journalism. Certainly that form of communication has achieved, in the few short years of its development, a place of unique and far-reaching importance. There is ample precedent for an extension of the range of prize awards by the Pulitzer Advisory Board to include television.

It is time, indeed, that something be done about it.

And speaking of recognition, it is interesting to note that Rep. William Springer of Illinois, in the House of Representatives last week, described the CBS rendition of "Hamlet" by the Old Vic company as "one of the highlights of the video winter season. I can think of no program in recent years which was better done from a cultural standpoint. We need more of this on TV," he told his colleagues.

We consider that a well deserved and valued tribute to a fine program.

—*Charles S. Aaronson*

Como to Star in Kraft Music Hall

Perry Como will star in the Kraft Music Hall on Wednesday nights (9-10 P.M., EST) for the next two seasons on the NBC Television Network, it was announced by J. C. Loftis, president of Kraft Foods Division of National Dairy Products Corporation, and Robert E. Kintner, president of the National Broadcasting Company.

Calls for 66 Shows

The NBC-TV singing star will appear in 66 hour-long color productions for Kraft over the two-year period—33 in the 1959-60 season, starting Wednesday, Sept. 30, and 33 in the 1960-61 season. The programs will be produced by Roncom Productions, Inc. In addition, Roncom will produce one-hour summer programs for Kraft in 1960 and 1961.

Burns Named Director MGM-TV National Sales

John B. Burns has been appointed director of National Sales for M-C-M-TV, it was announced at the weekend by George Shupert, vice-president in charge of TV for M-G-M.

Burns formerly was vice-president in charge of national sales for ABC Film Syndications, Inc., having joined the Syndication company at its inception in the fall of 1953. Before that, he was with CBS Television Film Sales, and prior to that with the ABC Chicago Radio Network sales staff. Previously he was associated with radio stations in programming and sales capacities.

NBC Renews 'Life' For Eighth Season

From THE DAILY Bureau

HOLLYWOOD, March 8.—"This is Your Life" has been renewed by NBC-TV for another year, making this the eighth consecutive season for the Ralph Edwards show on this network. Show will be sponsored solely by Procter & Gamble for the ensuing year.

*SINDLINGER STATES IN HIS LATEST SURVEY:

"FOR EVERY 1000 ADMISSIONS SOLD AT THE BOXOFFICE DURING THE AVERAGE WEEK THE PURCHASE OF 435 TICKETS WAS MOTIVATED BY THE TRAILER THAT WAS SHOWN AT THE TIME OF PREVIOUS ATTENDANCE."

*Full particulars of Sindlinger's detailed analysis substantiating this statement will be mailed to you upon request.

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he News
That
s News

MOTION PICTURE DAILY

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Point

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ting Sunday Here

x Sets First tional Sales :et Since '55

'lan 9-Month Drive; ras Set to Speak

ne-month “Carnival of Super- inments,” during which 20th y-Fox will release an “un- edented” r of - bust- s to be ced by sales er Alex n at a day sales tion at k Sheratel here Sun- three- meeting the first national sales conven-

Alex Harrison

(Continued on page 2)

Campaign Set on e' in Miami Area

handising and pre-selling plans Miami premiere of George ’ “The Diary of Anne Frank” vealed here yesterday by 20th y-Fox advertising director Abe n who has just returned from uth and conferences on the gn for the picture.

ldition to the establishing of or the Southern premiere of dshow attraction April 20 at neo Theatre, details of an ex- pre-selling campaign were Keynote of the campaign is

Continued on page 3)

h Outlines Plans Jacobs' Future

Roach, Jr. filed an affidavit g the application of the Se- and Exchange Commission ceivership of the F. L. Jacobs Federal District Court here y.

n said that he will show that

Continued on page 2)

Ohio's Exhibitors Gird for Tax Fight

Special to THE DAILY

CLEVELAND, March 9—Ohio exhibitors will make a concerted effort to fight the proposed new tax program of Governor Michael DiSalle which includes a state admission tax to all places of amusement, according to Horace Adams, president of the Independent Theatre Owners of Ohio. The state government is also asking for a tax to be levied on garages and parking lots.

Theatres in Cleveland are already paying a municipal admission tax of 3 per cent, and exhibitors say they will be in real trouble if any or all of the new state taxes are enacted.

25 Theatres Pledge 'Oscar' Participation

Pledges of exhibitor participation in the Oscar telecast have been received by Compo from 25 theatres in 10 states in the first batch of returns, Charles E. McCarthy, Compo information director, reported yesterday. The pledges were distributed with the press book, now reaching the hands of exhibitors.

Initial returns came from the following theatres: Riverside Drive-In, Rayland, O.; Grove Drive-In, Elm Grove, West Va.; Macomb and Gem theatres, Mt. Clemens, Mich.; Ideal Theatre, Clare, Mich., Midstate Theatre, West Branch, Mich., Gaylord Theatre, Gaylord, Mich.; Loew's Poli, Worcester, Mass.; Commercial and Windsor theatres, Chicago; Strand Theatre, Delaware, O.; Washington

(Continued on page 3)

Johnston Due Here For MPA Board Meet

A meeting of the board of directors of Motion Picture Association of America is expected to be held tomorrow or Thursday, following the return to Washington of Eric Johnston, president, last Saturday.

Johnston is scheduled to report to the board on his extended trip to the Far East and to go over a number of other matters awaiting the attention of the board.

Step Up Exhibitor Complaints to Senate

By J. A. OTTEN

WASHINGTON, March 9--There has been a “considerable increase” in the last week in the number of letters received by the Senate Antitrust Committee from Senators and Congressmen passing along the complaints of exhibitor constituents, a committee aide declared.

This would seem to indicate that

(Continued on page 2)

Sanders Appointed UMPO Sales Manager

Nat Sanders has been appointed general sales manager of United Motion Picture Organization, effective immediately, replacing George Roth, resigned. Sanders was formerly general sales manager of Times Film Corp.

Prior to joining Times Film, Sanders operated exchanges in Atlanta, Miami, and Hollywood. He is a pioneer in the distribution of foreign films here.

No Judiciary Committee Hearing For N. Y. Film Bills, Says Chairman

Special to THE DAILY

ALBANY, N. Y., March 9.—As a report circulated tonight that James A. Fitzpatrick, counsel for the Joint Legislative Committee on Offensive and Obscene Material, would visit the capitol tomorrow, Robert Walmsley, chairman of the Assembly Judiciary Committee, said no presentation of the case for or against the four bills introduced by the joint committee (affecting motion picture theatres, distributor-exhibitor advertising, and classification of films) would take place before his committee. He gave as his reason that no request in this direction has been made by either side “after the New York City hearing.”

The Assembly Judiciary Committee, to which the measures were referred in the lower house, has been given an extension of time for action on the bills until Thursday. Assembly-

(Continued on page 3)

Pro Forma Report

Huge Working Capital for Loew's Seen

Gives Effect to Split Of Film, Theatre Firms

A pro forma consolidated balance sheet giving effect to Loew's Inc. divorcement and reorganization, to take effect Thursday, shows that on that basis the picture company at the end of its last fiscal year, Aug. 31, 1958, would have had current assets of $96,676,715, and current liabilities of $21,684,563.

The new Loew's theatre company would have had current assets of $12,251,721, and current liabilities of $8,523,391 at the end of the last fiscal year.

Loew's, Inc. may not pay dividends or purchase its own stock for retirement if the result would be to reduce earned surplus below a specified amount or reduce current assets to less than twice current liabilities.

The pro forma balance sheets indicate an excess over the most restrictive of four tests of $27 millions and $29.5 millions at Aug. 31 and Nov. 20, respectively.

The pro forma consolidated bal-

(Continued on page 6)

New Loew Shares Show Strength in Early Trades

First trading in the new Loew's, Inc. and Loew's Theatres stock took place yesterday on the New York Stock Exchange on a when-issued basis. Deliveries of the new securities will not be made until March 18.

The new Loew's, Inc. issue opened at 37, closed at 35½, with about 4,500 shares traded. The new Loew's Thea-

(Continued on page 6)

Expirations of Loew's Long-Term Leases

Subsidiaries of the new Loew's theatre company will be responsible for 53 long term lease commitments on theatres and radio stations, with minimum annual rentals of $1,322,000, the company's pro forma report

(Continued on page 6)

PERSONAL MENTION

JOHN J. MULVIHILL, general sales executive of United Artists Television, has returned to New York from Hollywood.

•

Luigi Luraschi, head of the international department at the Paramount studio, has returned to the Coast from New York.

•

Charles Byron, president of Dragon Films, Ltd., returned to London from New York yesterday via B.O.A.C.

•

Ray Anjerut and **John Box**, production manager and art director, respectively, for Carol Reed's "Our Man in Havana," will arrive in New York from London today for conferences at Columbia Pictures.

•

James Bello, sales manager of Capital Releasing Corp., Atlanta, has returned there from Memphis.

•

Margaret Leighton, soon to make her American film debut in 20th Century-Fox's "The Sound and the Fury," has left here for London to attend the European openings of the picture. **Martin Ritt**, director of the **Jerry Wald** production, also has left New York for Europe.

•

Peter Hall, British director, has returned to London from New York via B.O.A.C.

•

John Wayne and **William Holden** have arrived in New York from the Coast by way of Washington.

•

Roy Avery, head booker for Georgia Theatre Co., Atlanta, has left there for Fort Lauderdale, Fla., embarkation point for a cruise to the Bahamas.

•

Cyril Joy Robins, daughter of **Ben Robins**, former Universal branch manager in Detroit and now operating the General Custer Drive-in, Monroe, Mich., will be married in Detroit on March 31 to **Kenneth Richard Adler**.

Book 'Star Is Born'

"A Star Is Born," Warner Bros. film starring Judy Garland, will open March 18 at the RKO Palace Theatre in Cincinnati as the first engagement of the company's re-release of the picture.

Roach's Plans

(*Continued from page 1*)

a receivership "would be completely adverse to the best interests of both the common stockholders and the creditors of Jacobs." The latter company "is not only solvent, but has a substantial net worth," Roach declared.

Roach, who is now president and chairman of the Jacobs Co. following Alexander Guterma's run-in with the SEC, says that an affidavit of March 4, 1959, which asked for a receivership of Jacobs, contained "hearsay and wholly speculative and unsupported allegations." On the contrary, he points out, the new management under his direction is "experienced, qualified, competent and better able to lead Jacobs out of the confusion and shadows created by the overwhelming barrage of adverse publicity than a receiver could possibly do."

Outlines Six Steps to Be Taken

After denying the allegations in the affidavit point for point, Roach states that he will carry out the following steps in an attempt to get Jacobs back on its feet: complete and file all financial statements and reports required by the SEC; "make every effort" to preserve the Jacobs listing on the N.Y. Stock Exchange and to obtain approval of resumption of trading in the company's stock; increase the board of directors by two or more additional members; take steps to refinance all valid outstanding loans through conventional banking institutions; and review all commitments made by the old Guterma management and review all transactions between the latter and Jacobs and its wholly and partially owned subsidiaries.

Also in Federal District Court yesterday, Roach filed suit against Guterma for the return of 34,475 shares of the common stock of Scranton Corp., a subsidiary of Jacobs, which he allegedly loaned to the latter in October, 1958. This loan, which Guterma is alleged to have made in an effort to arrange additional financing for Scranton and its wholly-owned subsidiary, Hal Roach Studios, was never used for this purpose, Roach states in his suit.

Report Move to Buy MBS

In another move connected with the complicated Jacobs situation, it was reported here that a group of New York businessmen headed by Malcolm Smith, president of Harrison Home Products, Inc., an importing firm, has taken an option for the purchase of the Mutual Broadcasting System, which is owned by Scranton. This option would reportedly permit the N.Y. group to participate immediately in the management of the network.

'Personal Premiere' Of 'Gidget' Shifted

Special to THE DAILY

DALLAS, March 9. – At the request of Mrs. Opal Hairston her personal world premiere of Columbia's "Gidget," which she won on "The Price Is Right" television show, is being shifted from her tiny three-room house to the larger residence of her sister. It was judged that not more than 15 persons could have jammed into Mrs. Hairston's living room along with the 16mm. projector and Cinemascope screen on the night of March 17. By using the house of Mr. and Mrs. H. M. Waldon and their two children, more than 40 persons will actually be able to be inside for the premiere showing of the picture. And many more will be accommodated at the buffet lawn party planned to precede the screening.

Step Up Complaints

(*Continued from page 1*)

Allied States Associations' "White Paper" campaign is coming to a head. Allied has said it is seeking a hearing before a Congressional committee, but so far has refused to specify which. The number of letters to the Senaate Antitrust Committee a subcommittee of the Senate Judiciary Committee, would point to that group as Allied's target.

The subcommittee, headed by Senator Kefauver (D., Tenn.), is investigating the exhibitor complaints and has asked some of the letter-writers to supply additional information. The subcommittee aide said again that the group might consider hearings on the exhibitor complaints but so far has a number of other investigations of higher priority.

Many Write Celler Committee

The House Judiciary Subcommittee on antitrust, headed by Rep. Celler (D., N.Y.), has also received a sizeable number of exhibitor letters this year, an official said, but has nothing scheduled in the field right now.

Neither the Senate nor House Small Business Committees has any present plans for looking into the film industry, officials said, and neither is getting any large volume of mail or inquiries on the subject.

Mrs. William Morris, 86

Mrs. William Morris, widow of the late William Morris, founder of the theatrical agency of the same name, died at her home near Saranac Lake, N. Y., at the age of 86. Survivoring are a son, a daughter and a grandson. Mrs. Morris had been active in the founding and continued progress of the Will Rogers Memorial Hospital at Saranac Lake.

Fox Nat'l Me

(*Continued from page 1*)

tion the company has held since
Sales parleys since that year
been confined to sectional sessi
Spyros P. Skouras, president,
address the convention on Sund
The "Carnival of Super-Ente
ments," which will run through
ary 2, 1960 will represent the
ambitious drive yet sponsored by
to accelerate patronage for every
of theatre operation, it was stat
will be backed with a correspon
ly extensive promotion effort.

Top Echelon to Attend

In addition to Skouras and
son, others who will attend the
vention include executive vice-
dent W. C. Michel, vice-pres
Charles Einfeld, treasurer-sec
Donald A. Henderson, C. Glenn
ris, Martin Moskowitz, Claren
Hill, Frank Carroll, Jack B
Larry Ayres, Roger Ferri, Abe
man, Ed Sullivan, Ira Tulipan,
tin Michel and others from the
office as well as field represent
and branch managers.

Integration Dispute Halts Some Miss. Sh

Special to THE DAILY

JACKSON, Miss., March 9. –
officials at Jackson, Miss., are
venting theatres there from sh
some of the top current films, s
man for the theatres here say

The city has a policy against
ing films depicting racial integ
managers who would not be q
said. George Pollitz, one ma
said he received a call from City
the day "Kings Go Forth" was s
uled to open and that another fil
substituted.

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PEOPLE

rman M. Levy, general counsel heatre Owners of America and tive secretary of Motion Picture tre Owners of Connecticut, today deliver a talk at a luncheon ng of the latter organization on ubject of film bills currently be- the state legislature. The lunch- vill be held at the Hofbrau Res- nt, New Haven.

☐

George H. Brown, chief engi- of RCA's industrial electronic cts organization, has been d vice-president, engineering, eding **O. B. Hanson,** who re- recently.

litionally, **Jack S. Beldon,** who to RCA last month from Gen- Electric Co., has been elected e newly-created post of vice- ent and general manager, home ments.

☐

b Boehm has purchased from **Roberts** the Cover Theatre and 'alley Drive-in, Fort Morgan,

☐

Blumberg, former publicist for er Brothers in Philadelphia, is handling the showing of Buena ; "The Sleeping Beauty" in that s well as in Richmond, Va.

☐

Nelson, manager of the Fox re, Leadville, Colo., has pur- l the house from Fox Inter- ain Theatres. He will operate it individual and plans no change icy.

☐

Hassler, formerly with major utors in Atlanta and Jackson- has been named sales manager e "Time-Journal," Fort Payne,

☐

rge Edgarton, of the 20th Cen- ox office in Milwaukee, and **Provencher,** both of whom are g, were guests of honor at a onial tendered them by the Reel s Club.

☐

ne Couture, who for the past years has been cashier at the Lux Krim Theatre, Detroit, has appointed assistant manager of use.

☐

ard A. Kent, most recently nanager with Fordel Films, has Sturgis-Grant Productions as assistant to the president.

☐

ert Lightfoot has been trans- by Allied Artists from St. Louis aver, where he will take over es duties of **Joe Howard,** who een transferred back to St. by the same company.

☐

oh Heidt, entertainment-field publicist, has taken over his duties as director of the Newspaper Guild's 25th annual Page One Ball to be held at the Astor Hotel here on June 26. This year, for the first time, some 500 out-of-town newspaper people will attend the event as guests of the guild.

☐

Dillon Krepps, managing director of the United Artists Theatre, Detroit, has authored a feature story in the "Detroit Times," in which he recounts his early desire to be a doctor, his eventual affiliation with the theatre business and the manner in which he associates the work of a house manager with the duties of a physician. Each, he says, lifts people from a real to a "happy land."

☐

Seymour Borde, formerly branch manager for RKO Radio in Los Angeles and recently Western division sales manager for Rank Film Distributors of America, has joined Favorite Films as assistant to the president.

☐

Philip L. Lowe, president of the National Association of Concessionaires and head of Lowe Merchandising Service, Newton Centre, Mass., on March 16 will address a meeting of the Participating Sports Association at Somerton Springs Swimming Club, Feasterville, Pa. His talk will stress the close association between eating and entertainment since remote times.

☐

Leonard Young, formerly assistant to **George E. Landers,** Hartford division manager of E. M. Loew's Theatres, has been named entertainment director of the **DiLido Hotel,** Miami Beach, Fla.

No New Film-Bill Hearing

(Continued from page 1)

man Walmsley indicated the possibility that the four film measures might be sent to the Assembly Rules Committee, if there were not a majority for them in judiciary.

So far, members of the committee have not indicated to Walmsley great interest in them, he said.

The Judiciary Committee received communications in opposition from the motion picture industry, but little in support.

At least one Bronx member of the Assembly reported "favorable mail" in considerable quantity received from "family groups."

Walmsley said the "Brandt organization," Metropolitan Motion Picture Theatre Association and Schine Theatres were among those filing memoranda.

Meanwhile, an informed source, not connected with either of the above committees, reiterated doubt that the legislation would win favorable action in the Senate. The four proposals were referred to the Public Education Committee in that house.

25 Theatres

(Continued from page 1)

Theatre, Quincy, Ill.; Daniel Webster and State theatres, Nashua, N. H.; Oaks Theatre, Pasadena, Calif.; State Theatre, Salem, O.; Memri Drive-In, Milan, Ill.; Semri Drive-In, Silvis, Ill.; St. George Playhouse, Brooklyn, N.Y., Lane Theatre, New Dorp, Staten Island, N.Y., Victory Theatre, Tompkinsville, Staten Island, and the Palace, Ridgeway and Plaza theatres in Stamford, Conn.

ACE Committees for Buffalo Are Named

Special to THE DAILY

BUFFALO, March 9—George H. Mackenna and Andrew Gibson, co-chairmen in the Buffalo area of American Congress of Exhibitors, have appointed the following committees: legislative, Robert Hayman, Niagara Falls; Arthur Krolick, Buffalo; Harry Berkson, Buffalo and William Dipson, Batavia; publicity, Jerry M. Westergren; representative in the Syracuse area, Rube Cantor; Binghamton and Endicott, Frank Dietrich; Jamestown and vicinity, Charles Finnerty.

All exhibitors in the Buffalo exchange area have been urged to write, phone or wire their senators and assemblymen in Albany and protest Bill No. 3329 of the Assembly and Bill No. 2570 of the Senate. These are censorship measures. The next meeting of the Buffalo area ACE will be held Monday, April 6, at 1:30 P.M. in Variety Club headquarters.

Big Campaign

(Continued from page 1)

the selling of tickets to the charge account customers of Burdine's, the South's largest department store.

Burdine's, through its branches in Miami, Miami Beach, West Palm Beach, Fort Lauderdale and Hollywood, have sent mailings to each of its more than 200,000 charge account customers advising them of the Cameo opening. Following on the heels of the Bonwit-Teller-New York merchandising plan, similar tie-ins are being set up wherever "Anne Frank" has its special, showcase engagements.

Goodman also disclosed plans for the gala premiere of "Anne" to be sponsored jointly by the American Association for the United Nations and the Variety Club's Children's Hospital.

Installs Equipment

PHILADELPHIA, March 9—William Goldman closes his center-city Goldman Theatre tomorrow for one week to prepare for the premiere of Wald Disney's "The Sleeping Beauty" on Wednesday, March 18. A new curved screen, all new 70 mm. projection machines and a full stereophonic sound system are being installed. Performances will run continuously daily and weekends.

. . . NEWS ROUNDUP

FMPC Endorses 'Life'

The Federation of Motion Picture Councils is going all out in support of "Imitation of Life," Universal-International's new film, through its thousands of affiliated clubs located all over the United States. The picture has been selected to be shown at the annual convention of the Federation to be held in Philadelphia on April 8 with Fannie Hurst, author of the novel the film is based on, expected to attend the convention.

■

New 'Pacific' Records

"South Pacific" in Todd-AO has set new records in Cleveland and Omaha, according to Joseph M. Suger, vice-president and general sales manager of Magna Theatre Corp., distributors of the film. In Cleveland the picture played Loew's Ohio Theatre where it has just finished an engagement of 50 weeks. This was the longest run any film has ever had in Cleveland, Sugar said. In Omaha the film has grossed in excess of $150,000 for the first 18 weeks at the Cooper Foundation Theatre. Sugar added the number of weeks and gross is an all-time high for Omaha. The latter engagement is to be continued indefinitely.

■

Guild Books 'Sawyer'

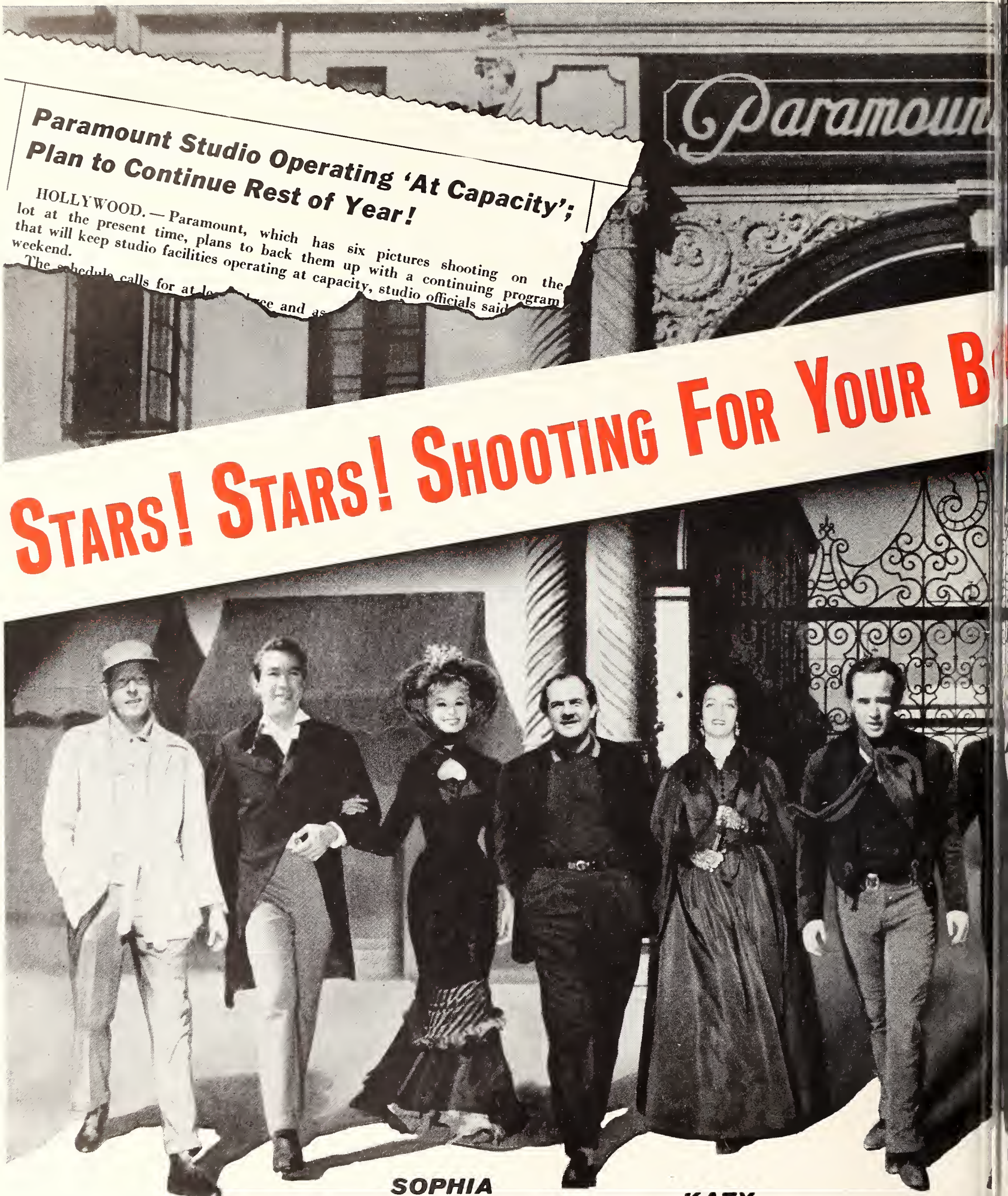
"The Adventures of Tom Sawyer," a David O. Selznick production, will begin an extended New York engagement at the Guild Theatre beginning Tuesday, March 17, it was announced by H. H. Greenblatt, general manager of NTA Pictures.

Police to Probe Tear Gas Incidents

Special to THE DAILY

MEMPHIS, March 9.—Police chief MacDonald today named a special squad of police detectives to investigate three incidents of tear gas being released in Memphis theatres within a week. Sunday afternoon around 600 patrons—including more than 300 children—were driven into the street from the Rosewood Theatre when a tear gas bomb exploded in the theatre. Friday night the Idlewild Theatre had the same experience when around 400 persons had to flee. A week ago tonight a tear gas bomb drove around 200 exhibitors, their wives and friends from the Memphian Theatre.

All three theatres are among those being picketed by the Theatre Operators Union which has been on strike against a group of neighborhood theatres for more than two years. A business agent said the union had nothing to do with the tear gas and "deplored such action."



Paramount Studio Operating 'At Capacity'; Plan to Continue Rest of Year!

HOLLYWOOD.— Paramount, which has six pictures shooting on the lot at the present time, plans to back them up with a continuing program that will keep studio facilities operating at capacity, studio officials said weekend.

The schedule calls for at le ce and as

STARS! STARS! SHOOTING FOR YOUR B

DANNY KAYE **ANTHONY QUINN** **SOPHIA LOREN** **KARL MALDEN** **KATY JURADO** **MARLON BRANDO** **JE LE**

"THE FIVE PENNIES" "HELLER WITH A GUN" "ONE EYED JACKS" "DO GIVE THE S

ictures
FICE FROM HOLLYWOOD'S BUSIEST LOT!

**JEFF
ANDLER**

**NICOLE
MAUREY**

**FESS
PARKER**

**CLARK
GABLE**

**CARROLL
BAKER**

**LILLI
PALMER**

**LEE J.
COBB**

"THE JAYHAWKERS"

"BUT NOT FOR ME"

Loew's Capital

(Continued from page 1)

ance sheets indicate the new theatre company would have total current assets of $12,251,721, as of Aug. 31, 1958, and $14,483,251, as of Nov. 20, 1958. Current liabilities would be $8,523,391 and $7,534,811, respectively.

Dividend Restrictions Set

The new Loew's Theatre company will not be permitted to pay dividends (other than common stock dividends) in excess of earnings accumulated after the date of reorganization and no dividend will be permitted which reduces the balance of current assets, as defined, to less than twice current liabilities, as defined. As of last Aug. 31, under the dividend restriction the theatre company's current assets amounted to approximately $8,800,000, or approximately $7,200,000 less than twice the current liabilities, as defined. At Nov. 20 current assets, as defined, were approximately $3,400,000 less than twice current liabilities, as defined.

The pro forma consolidated income statement shows that of total income of $118,256,874 from film rentals and theatre receipts in the fiscal year ended last Aug. 31, the picture company's share was $87,232,066. For the quarter ended Nov. 20, 1958, the picture company's income was $22,972,457, on the pro forma basis.

Theatre Income Estimated

On the same basis, the theatre company's income (including broadcasting) for the last fiscal year would have been $38,185,273 and, with rent, interest and other income, $42,522,000. For the first quarter of the current fiscal year it would have been $9,327,432 and $10,291,106, respectively.

For the fiscal year, the theatre company's expenses were $38,039,546, leaving net of $1,967,490 after taxes. For the first quarter, expenses are listed at $9,264,772, leaving net of $466,334 after taxes.

The picture company's expenses for the last fiscal year, pro forma, were $114,375,734, resulting in a loss of $1,193,492 after taxes and interest. For the first quarter, also pro forma, picture company expenses were $24,831,150, leaving net income of $2,158,534 after taxes and interest.

The picture company's pro forma balance as of Aug. 31, 1958, and Nov. 20 was $31,748,930 and $33,944,925, respectively.

Must Pay $5,000,000

Under the reorganization agreement, the theatre company is obligated to pay $5,000,000 as its share of the Loew's, Inc. sinking fund debentures, plus certain interest payments. Its long term debt includes $8,515,431, in addition to $1,206,781 due within one year.

After Thursday Loew's shareholders will receive one-half share of stock in both the new picture and the new theatre companies for every share of stock presently held. Trading in the new stock on a "when issued" basis began yesterday.

REVIEW:

The Wild and the Innocent

Universal—CinemaScope

A LONG AND VENERABLE line of Westerns are mildly satirized in this Audie Murphy, Joanne Dru starring vehicle in CinemaScope and Eastman Color. Written, directed and acted with tongue-in-cheek exaggeration of Audie's innocence as a mountain boy on his first visit to town back in the frontier days, and his equally exaggerated heroic exploits there, "The Wild and the Innocent" is nicely made, lightweight entertainment. It should go over well with outdoor and action fans and should please and entertain the rest.

With Gilbert Roland, Jim Backus and Sandra Dee co-starred, and an excellent supporting cast, the Sy Gomberg produced and Jack Sher directed story has good selling values.

When Murphy, accompanied by Miss Dee as an unkempt mountain girl in search of employment in the town, reach Casper, Wyo., he becomes infatuated with Miss Dru, as a dancehall hostess, about the same time that Miss Dee finds herself in love with Murphy. While he pursues Miss Dru through a riotous Fourth of July celebration in the gun-ruled town, Miss Dee, in turn, is pursued by Roland, as the sheriff with an eye for the ladies.

Snubbed at a dance by the townspeople, Miss Dru's pique gets the best of her and she gives Murphy a disillusioning glimpse of her real character, which is enough to send him to the rescue of Miss Dee, who even then is being plied with champagne, jewels and a smart wardrobe by the sheriff, who ultimately dies in a duel with the heroic mountain boy. With the obstacles removed, Audie and the girl head back to the mountains for the uncomplicated life of fur trappers.

There is one song in the film, "Touch of Pink," with words and music by Diane Lampert and Richard Loring, sung by Murphy, which has a catchy lilt that could become popular and thereby further help ticket sales.

The cast also includes Jim Backus as a hen-pecked storekeeper; George Mitchell as Murphy's fur trapper uncle; Lillian Adams as the latter's Indian wife; Peter Breck as an unruly cowhand; Betty Harford as Backus' wife; Wesley Tackitt as the cigar-smoking dance hall madam, and Mel Leonard as the carnival man too slow of hand to work the shell game successfully on our hero from the hills.

In addition to producing and directing, Gomberg and Sher are responsible for the screenplay, which is based on a story by Gomberg. Running time, 84 minutes. General classification, Release, in May.

SHERWIN KANE

New Loew Shares

(Continued from page 1)

tres issue opened at 10½, hit a high of 11¾, and closed at 11½. About 7,200 shares were traded. In addition, about 35,000 shares of the present Loew's common was traded. It closed at 23⅛. Holders of the present stock will receive one-half share in both the new picture and new theatre company for each present share after the formal separation of the companies on Thursday.

Mrs. Lewis J. Selznick

LOS ANGELES, March 9. — Mrs. Florence Sachs Selznick, 82, widow of the late Lewis J. Selznick and mother of David O. Selznick, is dead here. Also surviving are another son, Howard, two sisters, six grandchildren and two great-grandchildren.

'South' Ending N.Y. Run

"South Pacific" in Todd-AO will end its local engagement at the Rivoli Theatre on Wednesday, April 1, at which time it will have played 55 weeks on Broadway.

Expiring Leases

(Continued from page 1)

giving effect to the divorcement-reorganization reveals.

The breakdown shows 11 leases with minimum annual rentals of $425,000 expiring up to Aug. 31, 1966; five at $198,000 in the following five years and four at $87,000 in the five years to Aug. 31, 1976. There are 33 leases expiring in years thereafter, with minimum annual rentals of $612,000.

Schoenfeld Shorts

Lester Schoenfeld Films, distributor of domestic and foreign shorts, currently has product in four first-run theatres here. "Ceylon Holiday" is at the Astor and Normandie; "Diavolezza" is at the Roxy; and "I Went to Britain" at the Capitol. In addition "Be a Sport" and "Papua and New Guinea" have just completed runs at the Victoria.

'Rio' Here March 18

Warner Bros.' "Rio Bravo" will have its New York premiere at the Roxy Theatre on Wednesday, March 18.

Loew's TV Income i
'58, $12,628,006

Income of Loew's, Inc. subsid
other than films on a pro forma
giving effect to the reorganizati
be effective Thursday, shows t
sion sales in the lead.

Television income is listed at
628,006 for the fiscal year ende
Aug. 31, and $3,326,609 for
quarter ended Nov. 20, 1958. R
records and music income for the
year is listed at $11,739,068, of
$2,282,452 would belong to the
theatre company, which gets the
operations under the reorgani
agreement. Income from the
sources for the first quarter o
current fiscal year is given as $2
582.

Rent and other income for the
year is reported at $9,526,29
which $6,417,427 would go t
theatre company. Income from
source for the first quarter is re
at $709,073.

Expenses Listed

The statement shows the foll
expenses: television, for the 19
cal year, $5,081,320; for the
quarter of 1959, $1,375,515;
records and music, for the year,
021,544, of which $1,642,771
be applicable to the new theatre
pany, and for the first quarter
028,213.

The statement notes that li
for use of MGM pre-1949 fil
television are for seven years a
rentals are taken into income as
over the period. Contracts outsta
as of Aug. 31 and Nov. 20 pr
for gross income of approxi
$36,433,000 and $35,796,000, r
tively, to be earned after these

The statement also notes
WMGM Broadcasting Corp.,
becomes part of the new theatre
pany, will declare dividends to L
Inc., equal to its undistributed
ings at the closing date, less $5
The pro forma statement in
this would amount to $106,538 f
last fiscal year, and $73,448 f
first quarter of this year.

Cleveland Area Will Have New Drive-In

Special to THE DAILY

**CLEVELAND, March 9. —Pl
construct the first new drive-in
Greater Cleveland area in s
years were announced by H
Horstemeier. The new theatre
located on route 18, just w
Medina on a 20-acre tract of
acquired by Horstemeier and
sociates.**

**Plans call for parking space f
cars, a complete playground, m
concession building, and m
equipment. Cost of the proj
estimated at $100,000 and wor
start as soon as the weather b
Horstemeier and his associate
own and operate two other dri
the Kingman in Delaware, O., a
Tri-Vale in Coshocton.**

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 46 NEW YORK, U.S.A., WEDNESDAY, MARCH 11, 1959 TEN CENTS

ison Says

x Planning anges in eld Set-Up

ter 'Autonomy' for
ch Managers Slated

WARREN G. HARRIS

mplete reorganization of 20th
-Fox's distribution facilities,
"is imperative for the future
of the company," is now being
, Alex Harrison, general sales
r, told a trade press conference
sterday.
son said that one of the major
ses of the present Fox distri-
set-up has been that branch
rs "don't have enough local au-
" Following two years of study
problem, the company is work-
plan whereby "all supervision
eld will be eliminated."
on as is practical, each branch

(*Continued on page* 5)

Calls for Fight ensorship Bills

l for the motion picture in-
generally, and exhibitors in
ar to "vigorously protest and
infringements on their Con-
al rights" contained in the
ip bills now pending in at
ven states was voiced yester-
Theatre Owners of America.
e G. Kerasotes, president, yes-

(*Continued on page* 4)

Israel Unit Names amin. Skouras

t S. Benjamin, chairman of
d of United Artists, was elect-
president, and Spyros P. Skou-
sident of 20th Century-Fox,
ted a member of the board of
of the American-Israel Cul-
undation, a non-sectarian or-
n devoted to the promotion
ral exchange between the
States and Israel.

ISION TODAY—page 6

Exhibitors Pledge Cooperation In 1959 Red Cross Campaign

(Picture on page 5)

Pledges of theatre cooperation in the 1959 industry campaign for the American Red Cross were made by leading circuit executives at a luncheon at the Metropolitan Club here yesterday inaugurating the campaign.

Spyros P. Skouras, 20th Century-Fox president, who is industry chairman of the campaign, was host at the luncheon and acted as master of ceremonies. His expressed hope for theatre cooperation was responded to affirmatively by Si H. Fabian, president

(*Continued on page* 5)

'Tempest' Campaign to Concentrate on TV

Plans for a large all-media promotional effort for "Tempest," with concentration on television, were announced yesterday by Paramount Pictures. The film is due to open in some 400 theatres at Easter.

Describing the over-all publicity campaign as one of the largest undertaken on behalf of a Paramount picture in recent years, the company said it will include countrywide billboard advertising, substantial radio promotion, major magazine and newspaper attention, star tours, tieups and a number of special events. The campaign is under the supervision of Jerry Pick-

(*Continued on page* 6)

Johnston to Report to MPEA Board on Friday

A meeting of the board of directors of Motion Picture Export Ass'n. has been called for Friday to hear a report from Eric Johnston, president, on his recent trip to the Far East.

Date for the next meeting of the Motion Picture Ass'n. board has not been set yet but may be before Johnston returns to Washington.

UA Sues Post Office Over 'Maja' Ad Mailing

From THE DAILY Bureau

WASHINGTON, March 10—United Artists brought suit here to require the Post Office Department to accept for mailing publications containing advertisements reproducing Goya's "Nude Duchess" painting.

United Artists said it had been forced to withdraw such an ad from

(*Continued on page* 3)

Wometco Will Offer One-Third of Stock

From THE DAILY Bureau

WASHINGTON, March 10—One-third of the stock in what is now Wometco Television and Theatre Co. will be sold publicly, the Federal Communications Commission has been told. A request for Securities and Ex-

(*Continued on page* 3)

N. Y. Censorship Measures Shelved; Ad, 'Classification' Bills Amended

Special to THE DAILY

ALBANY, N. Y., March 10.—Bills for licensing motion picture theatres and extending the present Education Law definitions of "immoral" and "would tend to corrupt morals" to film advertising were shelved today by the Joint Legislative Committee on Offensive and Obscene Material.

At the same time it introduced an amended version of the film classifications measure. This change eliminates the authority of the State Education Department's motion picture division to require that certain films be advertised as "unsuitable for children subject to the compulsory education law of the state."

The committee likewise amended

(*Continued on page* 4)

Assembly Unit Rejects N. Y. Film-Fee Bill

Special to THE DAILY

ALBANY, N. Y., March 10. — The Assembly Public Education Committee today defeated a bill by Anthony P. Savarese, Jr., Queens Republican, which would have increased the fee charged by the State Education De-

(*Continued on page* 4)

New Company

Picker Named President of Loew's Circuit

Friedman Now Chairman
Murphy Exec. Vice-Pres.

Eugene Picker

With the separation of Loew's Theatres from Loew's Inc. which becomes formally effective tomorrow, Leopold Friedman has been elevated to senior officer and chairman of the board of Loew's Theatres, with Eugene Picker becoming president and chief executive officer, it was announced yesterday. In a further realignment of top management personnel, John F. Murphy, vice president, was

(*Continued on page* 3)

Roach Wins Victory In Court Battles

An important court victory was won by Hal Roach, Jr., in his battle to restore the F. L. Jacobs Co., parent of the Scranton Co. and Hal Roach Studios, to normal business operations following the Securities and Exchange

(*Continued on page* 5)

Columbus Grosses Good Despite Strike

Special to THE DAILY

COLUMBUS, O., March 10.—Theatre business here has been steady despite a strike of web pressmen which had idled three Columbus dailies and the weekly tabloid "Star" since Feb. 27.

Theatres upped budgets for radio and television time and expanded coverage in neighborhood newspapers and other publications. Twice-daily broadcasts plugging all local theatres were given over radio station WMNI.

PERSONAL MENTION

JAMES H. NICHOLSON, president of American International Pictures, and SAMUEL Z. ARKOFF, vice president, have returned to Hollywood from New York.

•

HERMAN KASS, Universal's exploitation manager, left New York last night for Cleveland and Washington, where he will set up promotional plans for "Imitation of Life."

•

IRA MANGEL, national director of group sales for the Michael Todd Co., has left New York for London.

•

ROBERT M. STERNBERG, district manager for New England Theatres, Inc., has returned to Boston from Hartford.

•

MARLON BRANDO, SR., president of Pennebaker Productions, and GEORGE GLASS and WALTER SELTZER, executive producers, will arrive in New York tomorrow from Hollywood.

•

TED HARRIS, of the State Theatre, Hartford, has returned there from New York.

•

MICHAEL TODD, JR., has left London for Spain.

•

JAMES STEWART has arrived at Westover (Mass.) Airforce Base from Hollywood.

•

JOHN H. BURROWS, Allied Artists producer, will leave Hollywood on March 20 for New York.

•

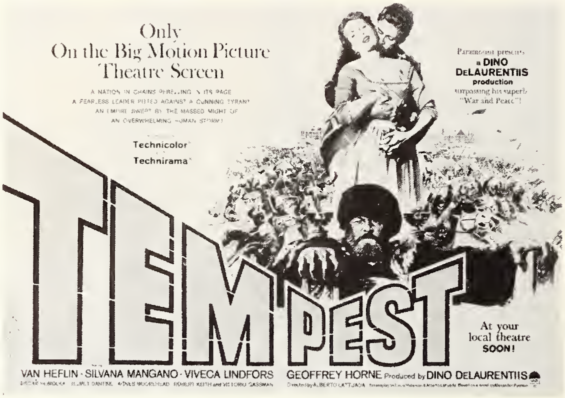
GEORGE E. LANDERS, division manager for E. M. Loew's Theatres in Hartford, has returned there from Boston.

•

BILL WATTERS, West Coast publicity representative for the Michael Todd Co., has returned to Hollywood from New York.

DRIVE-INS!
Start Your Season Right...
Open With Our Custom Produced
FULL COLOR
NARRATED
WELCOME BACK
TRAILER
NATIONAL SCREEN SERVICE

CAMPAIGN CARRIES CHALLENGE TO TV


Only
On the Big Motion Picture
Theatre Screen
A NATION IN CHAINS REBELLING IN ITS RAGE
A FEARLESS LEADER PITTED AGAINST A CUNNING TYRANT
AN EMPIRE SWEPT BY THE MASSED MIGHT OF
AN OVERWHELMING HUMAN STORM!
Technicolor
Technirama
Paramount presents
a DINO DeLAURENTIIS production
surpassing his superb "War and Peace"!
TEMPEST
At your local theatre SOON!
VAN HEFLIN · SILVANA MANGANO · VIVECA LINDFORS
GEOFFREY HORNE Produced by DINO DeLAURENTIIS
Directed by ALBERTO LATTUADA

DETAILS of Paramount's campaign for "Tempest" in the news columns of this issue make it clear that its special target will be the nation's television audience. To reach its members, the campaign will make extensive use of television itself, and the seven-million circulation (25-million readership) of TV Guide magazine will carry a two-page, four-color "Tempest" advertisement in its March 21 issue. Illustrated above, the ad emphasizes that the spectacular film is to be seen "Only on the Big Motion Picture Theatre Screen."

If an appreciable proportion of the former motion picture audience is seated before television sets in the homes of the land, and if increased theatre patronage must be won from television's adherents, then it would follow that this campaign will not escape their attention. It takes on television as a competitor, reminding the watchers of the miniscule screen of the entertainment wonders not to be found at home, yet within easy access.

The effects could be intensified many times over if this direct assault on the small screen devotees had a part in the campaigns of every major picture.

—S. K.

Special Forums Slated At Variety Convention

Five special forums calculated to contribute ideas that will enhance the activities of all tents, will be a new feature at the annual convention of the Variety Clubs International, it is announced by chief barker George Eby.

Edward Emanuel of Philadelphia, first assistant international chief barker, is coordinator for these round table discussions which will mark a departure from the normal business meetings of the showman's organization.

Tracy Hare of Miami will lead a discussion on "Choosing a Charity Project." A forum on fund raising will be chairmaned by Ralph Price of Philadelphia; R. L. Bostwick of Memphis will spearhead a session on club financing; Aaron Seidler of Baltimore will be in charge of discussions on social activities and a public relations discussion will be led by J. Raymond Bell of New York.

The informal meetings will be held on Thursday, April 2. The Variety convention, expected to attract a record registration of some 1500 members from all over the world, will get underway on March 31 in Las Vegas.

'Gidget' Benefit in Hollywood Sold Out

From THE DAILY Bureau

HOLLYWOOD, March 10. — The benefit reserved seat preview of Columbia Pictures' "Gidget," scheduled for tomorrow, at the Stanley Warner Theatre in Beverly Hills with proceeds going to the Reiss-Davis Child Guidance Clinic, has been completely sold out, according to Carole Franklin, chairman of the event for the Clinic.

The picture is slated for national release Easter Week. Event at the Stanley Warner Theatre in Beverly Hills is for the one night only.

Richards, Davis Elected by CEA

From THE DAILY Bureau

LONDON, March 10. — Julia
Richards was elected president
Alfred Davis vice-president of
matograph Exhibitors' Associati
its annual meeting here today.
ards has been vice-president o
organization.

Boverman Resigns Le Post with Paramoun

Sam Boverman, who has be
charge of Paramount Pictures'
York and foreign production leg
tivities, has resigned, effective
15, after being associated wit
company for 29 years. Bovermar
continue the practice of law on
time basis with the firm Mar
Heit & Boverman here.

Served Industry in France

For many years Boverman
specialized in the field of cop
law involving domestic and f
motion picture production, lit
music and allied phases of the
tainment industry. In 1954 he w
representative of the motion p
industry and advisor to the
Registrar of Copyrights in atte
the Ad Interim Committee m
of the Universal Copyright Co
tion in Paris, France.

Col. Shipping to Cl

PHILADELPHIA, March 10.—
ping activities of Columbia Pi
here are being taken over by
Film, which has closed its Vine
office and transferred to the com
main headquarters at 29th and

aircraft: COMET 4
(pure jet!)
flight: MONAR
(de Luxe and First Class
frequency: NIGHTL
(leaves New York at 9 p
destination: LONDO
BOA
reservations through your Travel A
BRITISH OVERSEAS AIRWAYS CORPO
Flights from New York, Boston,
Detroit, San Francisco, Montreal. Offi
in Atlanta, Dallas, Los Angeles, M
adelphia, Pittsburgh, Washington, Va
Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman. Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

ker Named

Continued from page 1)
to the post of executive vice-
nt.

he same time, two new vice
nts were elected: Ernest Emer-
ational director of advertising
blicity. and Arthur M. Tolchin,
ng director and a director of
eatre company's broadcasting
ary, Radio Station WMGM,
rk.

lman, Picker and Murphy con-
s directors of the new theatre
y. The other directors are:
Baker, president of National
; Thomas J. Connellan, retired
esident of the First National
nk of New York, and Thomas
ton, dean of the New York
ity School of Commerce, Ac-
and Finance. The last three
were originally approved for
by the Federal Court.

ement by Friedman, Picker

letter serving to introduce
theatre company to stock-
Friedman and Picker express
n over the future of Loew's
s, Inc. as motion picture ex-
and look forward to building
future through expansion and
cation.

exciting and challenging," they
be part of a venture which
s the vigor and optimism of
nterprise with the wisdom and
ce of an established com-

man first became associated
e legal department of Loew's
al Enterprises and when
Inc. was formed in 1919, he
secretary. In the mid-twenties
elected a director and, in 1945,
sident. In 1954, with the phys-
aration of the theatre division
etro-Goldwyn-Mayer, he was
financial vice president, treas-
d a director of the theatre sub-
. In October, 1956, with the
on of Joseph R. Vogel, presi-
Loew's Theatres, he succeeded
position.

Started as an Usher

ew president of Loew's The-
c., Picker is the son of the late
. Picker, a pioneer in the mo-
ture idustry. He began with
as an usher at the Spooner
Bronx, later becoming assist-
nager. In -1921, he joined
ilm booking department, sub-
y becoming assistant to David
en chief film buyer and book-
Loew's resignation in 1935,
eded to that position. In 1946,
appointed general manager of
oew's New York operations,
the State and Capitol, on
y. In 1954, he was elected a
ident of Loew's Theatres and,
a director. In Sept., 1958, he
ated to executive vice pres-

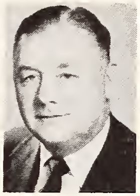
urphy became a clerk in the
g department in 1922, and
assistant at Loew's Hillside
ca, and later, at Loew's Va-
ubsequently he became assist-
seph R. Vogel, then general
xecutive and aide to the late Col. E. A. Schiller, who was in charge of all Loew's Theatre operations. In 1954, he was elected a vice president and, in 1956, a director.

Emerling joined Loew's in 1920 as assistant manager of the Loew Theatre in Dayton, Ohio, becoming Loews' youngest manager in 1924. Subsequently, he managed and supervised theatres in Birmingham, Dallas, and Memphis, becoming assistant publicity head in 1930. In 1946, he became head of the department.

Tolchin has been managing director and a director of Radio Station WMGM, Loew's Theatres' broadcasting subsidiary since 1954. He joined the station, then WHN, as a salesman, in 1937. He became assistant director of sales in 1945 and was appointed director of sales in 1951.

Promoted by Loew Theatre Circuit

Leopold Friedman


John Murphy

Ernest Emerling

Arthur Tolchin

Promote 'Life' with Personality Tours

Universal is promoting "Imitation of Life" with the use of more of the personalities associated with the film than in any other similar launching yet staged by the company, according to David A. Lipton, vice-president. The picture will have its world premiere at the Roosevelt Theatre in Chicago next Tuesday, followed by Easter openings in key cities.

Among the participants for the world premiere in Chicago are four of the stars of the film—Lana Turner, Dan O'Herlihy, Susan Kohner and Juanita Moore, authoress Fannie Hurst and producer Ross Hunter. From Chicago, Miss Turner will come to New York to aid in the promotion of the picture's New York premiere at the Roxy and then will visit Boston and Washington, D.C.

Miss Kohner is starting her tour in New York and she will visit Cleveland and Pittsburgh following the world premiere. O'Herlihy is starting his tour in San Francisco and he will visit Cleveland and other key cities following the Chicago premiere. Miss Moore is aiding in the promotion of the picture in Chicago, New York and Cleveland.

Miss Hurst, who has already visited Hollywood for a series of special promotional events and who is also involved in comprehensive promotional activity in New York, is scheduled to go to St. Louis for a homecoming celebration and will also visit Philadelphia and Chicago.

Wometco to Offer

(Continued from page 1)

change Commission to approve the offering will be filed shortly.

The stock is presently owned by secretary Sidney Meyer, who now shares ownership and control of the corporation with president Mitchell Wolfson.

According to the filing with the FCC, the plan is for 5 per cent of Meyer's present 50 per cent holding to be acquired by Wolfson's family, giving Wolfson a clear 55 per cent control of the corporation, which will then be known as Wometco Enterprises, Inc. Meyer will keep 10 per cent of the stock, and the remaining 35 per cent will be sold publicly. Meyer will retire from an active role in the corporation, but will remain as a consultant.

290,000 Shares Involved

The public sale would involve about 290,000 shares at a price of about $10.75 a share.

Wometco has extensive theatre holdings and owns interests of varying size in television stations in Miami, Jacksonville, Asheville, and Madison, Wis.

Lury Arriving Here

Robert M. Lury, president of Select International Films, which controls six import licenses, will arrive here over the weekend where current and forthcoming pictures will be screened for him by foreign distribution executives of American film companies. Lury, who has been closely associated with Shochiku Films of Japan in the distribution of United Artists pictures, is currently negotiating with Shochiku to form a new company to distribute all foreign imports. Lury has been in Hollywood for the past two weeks and will spend two weeks in New York before returning to Japan via Mexico City.

Full 'Gigi' Release

The National saturation release of MGM's "Gigi" will be in full swing on April 1, according to MGM sales manager and vice-president, Jack Byrne. As a result of its special hard-ticket handling and the picture's ability to sustain long-run engagements, only 2,600 of a potential 15,000 accounts have played the Arthur Freed production so far, he said.

To Mark Anniversary Of 'Pacific' on B'dwy.

The first anniversary of the opening of "South Pacific" in Todd-AO on Broadway will be observed at the Rivoli Theatre starting tomorrow and running through March 19, it is announced by Joseph M. Sugar, vice-president in charge of sales for Magna Theatre Corp. The picture opened on March 19, 1958 at the Criterion and 26 weeks later moved to the Rivoli.

Nick Justin, managing director of the Rivoli, is planning a huge birthday cake to be unveiled with special ceremonies tomorrow. The first anniversary birthday observance will continue for eight days and will culminate on Thursday, March 19, when stars of stage, screen, television and radio will participate in the cutting of the cake.

UA Brings Suit

(Continued from page 1)

a newspaper after New York Post Office officials said the ad would make the paper unmailable. Arguing that Goya was a great and respected artist, UA vice president Max E. Youngstein declared that use of his paintings could not possibly be construed as obscenity making periodicals unmailable.

Youngstein also charged in the affidavit that the Post Office decision had "literally crippled the advertising campaign" being prepared for the company's film, "The Naked Maja." Further Youngstein asks that the Post Office be enjoined from making what he characterizes as "threats" to exclude ads containing the painting from the mails.

Had Contacted Department

The affidavit cites an exchange of letters between UA general counsel Seymour Peyser and the office of the general counsel of the Post Office Department in which Peyser requested an immediate official Post Office decision on the mailability of "Maja" ads. Herbert P. Warburton, general counsel for the Post Office Department, in his final reply in effect refused to give a decision, it is charged, and at the same time advised UA to attempt a mailing, adding that "the mailer must accept the risk for any violation of law which would be involved and of any action which might be taken as a result of such a mailing."

Calls Statement 'Ironic'

Youngstein's statement insists that the Post Office's position is one of "irony" and "pretense" resulting in the "unofficial" banning of ads containing "The Naked Maja" from the mails.

The American Civil Liberties Union also attacked the postal decision, and urged Postmaster General Summerfield to reverse the New York authorities' ruling. If the Goya painting were ruled obscene, ACLU argued, all art classics involving nudity could also be ruled obscene.

Censor Bills

(*Continued from page 1*)

the Duffy-Meighan act, to confine the ban on advertising by distributors or exhibitors through the medium of posters, banners or material for newspapers to four grounds: "obscene, indecent, lewd or lascivious."

Committee counsel James A. Fitzpatrick pointed out that "obscene and indecent" are now part of the education law on film licensing; that "lewd" and "lascivious" are in the penal law and have a "well defined meaning."

Capitol Hill opinion is that the milder classifications proposal has the best chance of action at this relatively late date in the legislative session—with the annual budget still to be passed.

Statement by Younglove

A statement issued by Assemblyman Joseph R. Younglove, chairman of the joint committee, declared that the "most important" amendments submitted today would modify an earlier proposal for film classifications.

Continued is the additional language, in Section 12, that "when a film, though licensed, portrays nudity, horror, violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships, to an extent believed by the division (motion pictures) to be contrary to the proper mental, ethical and moral development of children subject to the law of this state, the director . . . shall upon review, classify such motion picture as unsuitable for such children."

However, the mandate that distributors and exhibitors include the notation of classification, when directed by the motion picture division, has been deleted.

Text of Amendment

In its place is the sentence: "the division shall maintain a record of all films so classified and shall publish, release or otherwise disseminate information as to such classification at such times and in such manner as may be authorized or directed by the regents."

The modified Meighan-Duffy bill deletes the word "disgusting," also references to advertising of scenes which are not part of a picture or which have been eliminated by the motion picture division in licensing same.

REVIEW:

The Bandit of Zhobe

Warwick-Columbia—CinemaScope

THE BANDIT OF the title of this Warwick production is none other than the redoubtable Victor Mature, who probably has more action melodramas of this type to his credit than any other actor in Hollywood. As in the case of many of Mature's other starring vehicles, "The Bandit of Zhobe" blends violence and romance in generous proportions, this time with an added bonus of what seem like extras and battle scenes enough to fill two features.

In John Gilling's screenplay, Mature is an Indian prince whose late father was a leader of a notorious religious sect known as the Thuggees. When the latter start a new wave of terrorism, Mature is accused by the British of being the mastermind. Pursued, he flees from his home, but returns soon after, to find his wife and son murdered, apparently by the British.

The murderers, however, are the real Thuggee leaders, who have committed the deed to turn Mature, who is their sworn enemy, against the British. This plan succeeds admirably, and Mature and his outlaw band are soon plundering and killing on a scale to equal the Thuggees.

It takes Anne Aubrey, daughter of British major Norman Woolland, to straighten Mature out. After escaping capture and death by the Thuggees, Mature returns with her to his camp. Miss Aubrey tries to convince Mature that the British were not responsible for the death of his loved ones, but he does not believe her. He comes to his senses too late. and is killed in a battle with the Thuggees, in which he saves the life of Miss Aubrey's father.

As directed by Gilling, "The Bandit of Zhobe" moves like a house afire, with action scenes enough to satisfy the most jaded appetites. Especially impressive is the closing battle between British and Thuggees, in which wave upon wave of men of both sides charge against each other, both on horseback and on foot.

Mature is his usual heroic figure, and Miss Aubrey a likeable heroine, although there is little development of a romance between the two. Anthony Newley supplies several touches of humor as a British corporal assigned to be Miss Aubrey's bodyguard.

Filmed in striking CinemaScope and Technicolor, "The Bandit of Zhobe" was produced by Irving Allen and Albert R. Broccoli.

Running time, 80 minutes. General classification. April release.

WARREN G. HARRIS

TOA Urges Fight

(*Continued from page 1*)

terday released the text of a resolution condemning "these fallacious attempts of infringement on personal liberties" represented in pending censorship legislation. The resolution was adopted at the joint meeting of the board of directors and executive committee of TOA in Washington, on March 1 and 2.

Kerasotes said that the directors and executive committeemen directed that the resolution be drawn, and that its text was now being sent to all TOA members.

Md. House Kills 1 Censor Bill, Passes 1

Special to THE DAILY

ANNAPOLIS, March 10—The Maryland House of Delegates defeated by a 65 to 53 vote today a censorship bill which would have permitted the state censor to classify films as to their suitability for minors up to the age of 18.

The House also passed a criminal statute bill which increased the penalties for showing obscene motion pictures. The bill was passed by a 71 to 48 vote.

A classification bill similar to that defeated in the House today has been introduced in the State Senate.

Ohio Bill Includ
'Misleading' A

Special to THE DAILY

COLUMBUS, O., March 10–
leading" advertising "in any ma
would be banned under a littl
cussed section of the O'Shaugh
Lynch film classification being c
ered by the Ohio Senate Jud
committee. Presumably all for
advertising, including newsp
lobby displays, heralds, etc.,
come under official scrutiny.

The bill provides primaril
"adult" and "family" classifie
for all films shown in Ohio. Ch
under 18 would be barred from
films. Theatre owners and ma
would be responsible for enforce

The "misleading ad" section
vides that "No person, firm or co
tion shall in any manner adverti
cause to be advertised, the exhi
or display of any motion picture
the intention of thereby attracti
trons to such exhibition or displa
less:

(A) Such advertising confor
fact and scrupulously avoids al
representation; (B) Illustration
text in such advertisements fait
represent the motion pictures d
ed; (C) The advertising is com
devoid of all false or misleading
ments, used either directly or in
ly, or implied by type arrangeme
by distorted quotations;

(D) In such advertising,
with meretricious purpose and
cious postures does not appe
clothed figures are represented i
manner as to be offensive or co
to good taste or morals. All adv
ments of motion pictures classif
adult by the Department of E
tion shall bear, in clearly legible
the words, "For Adults Only."

Fines of $25 to $300 are pro
for each offense against the adve
section of the bill.

N. Y. Film-Fee Bill

(*Continued from page 1*)

partment's motion picture divisi
reviewing original films from $3
per thousand feet, but reduce
rate for prints from $2 per tho
feet to $4 for "each additional
copy."

Normally, such action woul
the measure—to which Sen. Jo
Marchi, Staten Island Republica
troduced a companion—for the p
legislative session.

"A fabulous picture ...great boxoffice! I enjoyed it tremendously!"
—Harold Novy, Pres., Trans-Texas Theatres

PARAMOUNT PICTURES PRES

Starring
VAN HEFLIN · SILVANA MANGANO · VIVECA LINDFORS · GEOF
Co-Starring
OSCAR HOMOLKA · HELMUT DANTINE · AGNES MOOREHEAD · ROBERT KEITH and VITTORIO GASSMAN · Directed b

Filmed in Techn

ach Wins

(*Continued from page 1*)

ission's prosecution of Alexan- aterma, former Jacobs Co. head. eral Judge Sidney Sugarman in District Court here yesterday ed a stipulation under which E.C. agreed to withdraw its ap- on for the appointment of a r for the Jacobs company and preliminary injunction restrain- ach from specific administrative .

Jacobs company, now headed ach, stipulated that it would hree additional directors to its board of six members, and would make no disposition of other than in the ordinary of business without the ap- of at least six of the nine board ers, and with at least one of the elected directors comprising nimum of six.

new directors to be added to ard as a result of the agreement zarus Joseph, former New York omptroller; Milton Gould, at- and William G. Timbers, for- neral counsel for S.E.C.

e developments were the result ferences held by the principals litigation throughout Monday rt of yesterday with Judge Su- 1.

wing the court's action Roach I am pleased the court has seen set up a framework for F. L. Co. within which we can con- operate as a progressive grow- cern. I can now state as chair- the board I have called for nediate meeting of the board nit us to carry out the court's today.

elieve the court's decision bears ny points we have continually ned since the proceedings were nced."

agreements reached eliminate ring involving the Jacobs com- which had been scheduled for 18.

'C Aids Red Cross

LYWOOD, March 10. – The Picture Permanent Charities e the Los Angeles Red Cross 000 boost in its current cam- omorrow morning at special nies here. The MPPC contri- reflects the estimated amount l Cross will receive from the arity's 1959 campaign which n June 30.

OPENING THE motion picture industry's 1959 campaign for the Red Cross yesterday at the Metropolitan Club: Gen. Nathan F. Twining (left), Spyros P. Skouras, and Gen. Alfred Gruenther.

Exhibitors Will Aid Red Cross

(*Continued from page 1*)

of Stanley Warner Corp.; Sol A. Schwartz, president of RKO Theatres; Robert Shapiro, managing director of American Broadcasting-Paramount Theatres' Broadway Paramount, and Ernest Emerling, vice-president of Loew's Theatres.

Speakers at the luncheon, which was attended by about 100 industry and Red Cross officials, press representatives and film and stage personalities, included Gen. Alfred M. Gruenther, American Red Cross president; Gen. Nathan F. Twining, chairman of the Joint Chiefs of Staff; E. Roland Harriman, American Red Cross chairman, and Richard H. West, Greater New York Red Cross Fund chairman.

Both Praise Skouras

Both General Gruenther and Gen. Twining expressed appreciation to Skouras and to the motion picture industry for their cooperation in the annual Red Cross drives.

Gen. Gruenther cited the value to the democracies of having the friendship throughout the world of nations and peoples economically less fortunate than ourselves. "We must convince them we need them as much as they need us. To do it we must be able to communicate, to project an image. Your industry is well qualified to do that but it is not a job for your industry alone. It is one for our nation as a whole."

Gen. Twining spoke of the "terrific service" to the Armed Forces performed by the Red Cross.

The industry's quota is $40,000. That for Greater New York is $6,000,000, and for the entire 1959 campaign, $95 millions.

Dais guests included Maureen O'Hara, Joseph Cotten, Lisa Di Julio, Thomas Hayward, Ricardo Montalban, Rita Gam and Anita Colby.

SPG May Picket Four Films Opening Here

Four independent producers whose new films will be opening in New York within the next month have been advised by the Screen Publicists Guild that "intransigent film company managements may force the Guild to act against local premiere engagements."

Notified to date are Howard Hawks, whose "Rio Bravo" opens at the Roxy March 18; George Stevens, whose "The Diary of Anne Frank" opens the same day at the RKO Palace; Jerry Wald, whose "The Sound and the Fury" bows March 27 at the Paramount; and Darryl F. Zanuck, head of the company that made "Compulsion," opening April 1 at the Rivoli.

Warner Bros. is releasing the Hawks film and the other three are 20th Century-Fox releases. Both companies are the only ones involved in negotiations currently with the Guild, which is demanding wage parity for New York senior publicists with their Hollywood counterparts as well as a salary increase for other employees. Similar demands are to be put before Columbia Pictures, Universal-International and M-G-M.

Negotiations between the Guild and Fox and Warners are presently in a stalemate. This has resulted in the entrance of Commissioner J. R. Mandelbaum of the U.S. Mediation and Conciliation Service into the talks with Fox. The Guild wants the independent producers to use their influence to bring about a settlement.

Fox Planning

(*Continued from page 1*)

manager will be equipped to meet conditions which fluctuate from territory to territory. Harrison said.

To facilitate this program, district managers will become branch managers, according to Harrison. As for present branch managers who will be affected by this change, Harrison said, some will become assistants, while "some will fall by the wayside." Fox will make announcements of all the various changes as they occur, but "we don't have them yet," Harrison added.

These changes in distribution, which were termed "somewhat revolutionary," will not affect production, Harrison was careful to point out. These changes will be "a continuing policy throughout the world," he said, "but we're still going to be turning out more pictures every year."

Fox has no plans to eliminate any exchanges, Harrison said. "We're continually seeking economies," he pointed out, but "our personnel is now streamlined to the finest point. Furthermore, our distribution costs are about as low as they can go."

The main reason for the changes in distribution, Harrison said, is "more for savings in efficiency than in dollars." Consequently, he feels that those people affected by the changes will be re-absorbed into the company for the most part.

Police Chief Admits Asking 'King' Removal

Special to THE DAILY

JACKSON, MISS., March 10. – W. D. Rayfield, chief of police, said today it was he who asked a theatre manager not to show the film, "Kings Go Forth," which he regarded as an interracial film. Chief Redfield said there was no threat of censorship involved.

Rayfield said the theatre manager co-operated and withdrew the film voluntarily.

LAURENTIIS PRODUCTION
ST
Produced by DINO DELAURENTIIS
reenplay by Louis Peterson & Alberto Lattuada · Based on a novel by Alexander Pushkin
irama®
"TREMENDOUS SPECTACLE, MAGNIFICENT PHOTOGRAPHY AND ACTING!"
—Jack Fruchtman, R-F Theatres

Television Today

CBS Gives Details of Five Grants-In-Aid

Five television writing grants-in-aid of $5,000 each will be awarded by the CBS Television Network for the year beginning July 1. The selection committee for the grants-in-aid program, as announced by Louis G. Cowan, president of the CBS Television Network, will consist of Robert Alan Aurthur, the award-winning dramatist; Erik Barnouw, national chairman of The Writers Guild of America and associate professor of dramatic arts at Columbia University; and Hubbell Robinson, Jr., the network's executive vice-president in charge of network programs.

A descriptive brochure containing the eligibility requirements and application forms for the grants-in-aid is now being prepared and will be available to applicants within a few weeks. Applications will be considered through May 15. Announcement of the recipients of the grants will be made on or about June 15.

'Theatre for Story' CBS Films' Title

CBS Films' first videotape series, to be produced by Robert Herridge, will be titled "Theatre for a Story," it was announced by Herridge. He also said he would videotape the first show of the new series on Thursday, April 2. It will be a jazz show featuring Billie Holiday, Miles Davis, Ben Webster and Charles Mingus.

Other taping sessions are scheduled for April 10 and 17; both will be dramatic shows. Herridge said that Jack Smight, who directed "Sound of Jazz" on the CBS Television Network's "Seven Lively Arts," has been assigned to direct the "Theatre for a Story" jazz show.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE SECOND Roncom Production for Pontiac, "Pontiac Store Parade," will be NBColorcast Tues., March 24, at 8 P.M. with Claudette Colbert escorting Perry Como on a "visit" to Broadway Show stars including Gertrude Berg, Sir Cedric Hardwicke, Cyril Ritchard and France Nuyen. . . . All Tin Pan Alley is rooting for the speedy recovery of Art Berman, hospitalized at Mt. Sinai in New York. The popular songwriter wrote "Blue Moments" and "Whistling Joe," featuring his own whistling on MGM Records. . . . With two sponsors making inquiries about it, look for the audience-participation Win Elliot package, "Win With A Winner," coming back to the nets. Emceed last summer by Win himself, the program was last seen on the NBChannel. . . . Harvey Stone, currently co-starring with Mae West in Las Vegas, will also appear opposite La West in a forthcoming movie based on a tome she's just completed. Henny Youngman will also have a featured role as that of a "Broadwayfarer." . . . This Sunday's "Omnibus" TVersion of George M. Cohan's "45 Minutes From Broadway," over NBC will co-star Tammy Grimes, currently starring in the Broadway production of "Look After Lulu," Robert Morse, of "Say Darling," doing the "Kid Burns" role and Russell Nype, playing "Tom Bennett." . . . On his return from a brief vacation in Hawaii, Garry Moore was honored with a cocktail party at Romanoff's on the coast where his next program will originate. Garry also taped a guestint for the "Red CBSkelton" TV'er last week. . . . Robert Merrill, just signed to appear for the 15th season with the Metropolitan Opera.

☆ ☆ ☆

The commershill department at Lester Lewis' office hit on all cylinders last week when they set up "spiel deals" for Jean Sullivan (Lilt) Bill Malone (Esquire Shoe Polish) Pat Herndon (General Foods) Sharon K. Ritchie (Shulton) and Hillie Marritt (Pepsodent) . . . If you missed Project 20's "The Jazz Age," telecast Dec. 6, 1956 on NBC, it'll be repeated Sunday March 29 (7:00-8:00 P.M.) A fast-moving kaleidescopic presentation of the "roaring twenties" narrated by the late Fred Allen, this episode with Sterling Drug the sponsor, rates a second look. . . . Robert L. Lawrence has been appointed chairman of the TV Film Producers Division for the 1959 Red Cross campaign drive. . . . After a decade as casting director for NBC-TV, Martin Begley has opened his own firm, specializing in casting for Film & TV producers, advertising agencies and Broadway productions. . . . L & M Cigs will sponsor a new musical teleseries NBCommencing Tues., March 31. Slotted from 8:30-9:00 P.M., the program will star Jimmie Rodgers and will feature Connee Francis, The Kirby Stone Four and Buddy Morrow's Ork.

Rise of ABC-TV Told to Advertisers

"Go Right to the Top," the story of the rise of ABC Television, was presented to more than 1000 advertising and agency executives, members of the press and invited guests in the Grand Ballroom of the Waldorf-Astoria Hotel yesterday.

ABC-TV was described as the television network with the best nighttime cost efficiency; the leading network on four of the seven nights of the week; the only network with five of the "Top Ten" Nielsen shows; the network with the greatest proportion of its audience in the important "under-40" age bracket; the network whose affiliates on a local basis have made the greatest gains in the past year.

Executives Hosts

Hosts for the large-screen Cellomatic presentation were Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc. and Oliver Treyz, ABC Television president. Taking part in the presentation were Donald W. Coyle, ABC vice president and general sales manager for television, Bert Briller, ABC-TV director of sales development and magician Milbourne Christopher.

Also featured during the presentation were ABC-TV stars Dick Clark, James Garner, Jack Kelly, Hugh O'Brian, Donna Reed, Efrem Zimbalist, Jr., Pat Boone and Edward Byrnes. Musical background was provided by the ABC orchestra.

New nighttime programs being developed for fall, it was reported, include: "Adventure in Paradise," "The Troubleshooters," "The Detectives," "Lincoln Jones," "Where There's Smokey," "World of Talent," "The Fat Man," "Cry Fraud," "War Against Crime," "Doc Holliday," "Cissie," "The Confessions of Willy," "The Alaskans," "Take a Good Look" and "The Big Walk."

Six-Part Presentation

The Cellomatic presentation was divided into six parts: the audience story, program balance, coverage, dollar efficiency, effectiveness and programming book.

Debbie Reynolds Signed

HOLLYWOOD, March 10.—Debbie Reynolds will play the feminine lead in "Who Was That Lady?" co-starring with Dean Martin and Tony Curtis; Noman Krasna and George Sidney will co-produce the comedy for Columbia Pictures, it was announced today.

Miss Reynolds will portray Tony Curtis' wife and Dean Martin will play Curtis' best friend.

Hyman to Report

Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, who returned early this week from a visit to all Hollywood studios, will meet the trade press at luncheon on Friday in the AB-PT home office dining room to share with them a "terrific upbeat story."

'Tempest' T

(Continued from page 1)

man, Paramount vice-president an rector of advertising, publicity an ploitation, and Martin S. Davis, tant director.

Paramount is going after the TV in two ways: (1) through a full- advertising and publicity cam over television itself, and (2) thr the 7,000,000 circulation (25,00 readership) "TV Guide" maga which will carry nationally in March 21 issue Paramount's two- four-color advertisement on "Tem

'Big Screen' Emphasized

The advertisement's illustratio accompanied by copy aimed at th viewer. "Only on the big motion ture screen can be seen this pic the ad proclaims.

The airwaves phase of the cam is many-sided:

(1) Television and radio saturation is being achieved wit trailers and radio transcription local usage in conjunction with "T est" engagements in branch an cities.

(2) A specially prepared ope television film clip starring Van is being distributed to TV pers ties in every important area. Th is unique in that a live interv is able to "converse," for the b of the television audience, with projected on a screen beside th terviewer. A special script for th terviewer accompanies the film.

(3) This kind of interview is able in transcription form for r

(4) Top television and radio work shows are joining in the p tion of "Tempest."

National television promoti "Tempest" involves the following up of programs featuring stars picture as special guests: CBS What's My Line, ABC-TV's Pete Hayes Show, CBS-TV's Ed Su Show, CBS-TV's Arthur Godfrey NBC-TV's Dave Garroway "T Show. A special screening of pest" has been put up as the for a winning contestant on TV's It Could Be You program Ralph Edwards' NBC-TV da show is focusing attention on th

Sees Audience of 15 Milli

Paramount estimates that 000,000 persons will have bee posed to "Tempest" television p tion when the film enters rele Eastertime.

Teasers for 'Some'

Over 200 special teaser trail being distributed in advance city bookings of United Artists' Like It Hot." The special teas the first engagements of the M Company presentation are being available to exhibitors free of as part of UA's all-media pro campaign for the film. The teas be distributed through National Service are in addition to the r trailers, and will be shown a mi of two weeks before the r trailers.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

5, NO. 47 NEW YORK, U.S.A., THURSDAY, MARCH 12, 1959 TEN CENTS

enate

arings on
nimum Wage
f to April

· Gives Exhibitors
Time to Organize

rom THE DAILY Bureau

HINGTON, March 11.–Sen-
or Subcommittee hearings on
d Federal minimum wage
e are now unlikely to begin
ne time next month, following
itional Easter recess of Con-

itor officials had earlier been
g hearings to start late this
and were concerned over the
time to prepare a grass-roots
n against extending coverage
res. The delay will give the
rs additional time to contact
and Congressmen, and the
ecess, when lawmakers tradi-
return home, may provide an
y opportunity for presenting

Continued on page 2)

xhibitors Ask
Campaign Again

our exhibitor members of the
committee of the business
campaign yesterday reaf-
heir desire for a start early
ng of the radio portion of the
campaign. In a letter to Abe
e, executive committee co-
, and MPAA representative
ommittee, Ernest G. Stellings,
r co-chairman, said that he

Continued on page 8)

re, TV Tie-In
or L. A. Test

SAMUEL D. BERNS

YWOOD, March 11–Special
trailers to promote 20th
Fox's "The Sad Horse," being
n unusual deal in which the
ns help publicize the picture
for 10 per cent of the film

Continued on page 7)

SION TODAY—page 8

Industry Group Strongly Opposes Amendments to N. Y. Censor Bills

Vigorous opposition to proposed amendments to censorship bills already introduced into the New York Legislature was expressed last night in a wire sent to the appropriate Legislative committees by a committee representing all branches of the motion picture business.

The telegram stated in part: "We cannot urge upon you too strongly that no action should be taken on these bills as amended unless the industry and the public are afforded another opportunity to be heard in opposition to the amendments. Legislation which has such serious rami-

(*Continued on page* 2)

Conn. MPTO Scores State Censor Bill

Special to THE DAILY

NEW HAVEN, March 11. – A statement of position in its opposition to censorship legislation pending before the Connecticut legislature, was announced today by the Motion Picture Theatre Owners of Connecticut, an affiliate of Theatre Owners of America, following a special luncheon meeting here. The statement was issued jointly by George H. Wilkinson, president, and Herman M. Levy, executive secretary, and is as follows:

"As in other state legislatures, that of Connecticut has before it an attempt at censorship by way of control over motion pictures and newspapers

(*Continued on page* 7)

New Hearing Tuesday On Ohio Censorship

Special to THE DAILY

COLUMBUS, O., March 11–Industry opponents of censorship and film classification will appear before the Senate Judiciary Committee of the Ohio Legislature at 7:30 P.M. March 17 here.

Proponents, heard yesterday, urged approval of the O'Shaughnessy-Lynch classification bill which would label all films "adult" or "family" and provide penalties for "misleading" advertising. Witnesses said present state laws against "obscenity" in films are inadequate despite stiff prison terms of

(*Continued on page* 7)

Canadian Circuits Join 'Oscar' Drive

Famous Players Canadian Corporation, Ltd., and the Odeon Theatre Circuit, leading circuits in Canada, have accepted the invitation of the MPAA advertising and publicity directors' committee to participate in the Academy Awards promotion, it was announced here. Kits are being made available to Canadian exhibitors this year for the first time on the same

(*Continued on page* 7)

Pope Asks Catholic Action on Films, TV

Special to THE DAILY

VATICAN CITY, March 11. – The first pronouncement on motion pictures, television and radio by the new Pope, in the form of an apostolic letter, was given today to American Bishop Martin J. O'Connor, president of the Pontifical Commission for Films, Radio and Television. It directed Catholic bishops throughout the world

(*Continued on page* 6)

Columbia Reports Net Profit of $1,752,000 For First Half, After Non-Recurring Item

Columbia Picures Corp. yesterday reported net profit, including non-recurring profit, of $1,752,000 for the 26 weeks ended Dec. 27, 1958. The result compares with a loss of $820,000 for the first six months of the preceding fiscal year.

The net profit for the 1958 period includes $2,622,000, representing profit on the sale of the company's laboratory facilities at the West Coast.

The half-year report by A. Schneider, president, noted that no Federal income tax has been provided for the current period due to the loss carry-over of the prior year.

Rackmil Says:

Expect Big Grosses for 'U' Pictures

'Holders Told Prospects For 'Life,' 'Earth' Good

By WARREN G. HARRIS

The future looks bright for Universal Pictures with the company expecting to be "in the black" for the second quarter of the current fiscal year, company stockholders were told at their annual meeting in the home office by Milton R. Rackmil, president.

In the first quarter the company showed a profit in January but not enough to overcome losses in November and December. The upward trend is continuing, however, with profits anticipated for the months of February and March.

Questioned about prospects for the forthcoming "Imitation of Life" Rackmil said he hopes it will gross over $10,000,000. "This Earth Is Mine" will also be a "big one," he predicted.

Universal has "no set quantity" of pictures to be turned out this year, Rackmil pointed out, adding that "we'll make as many as possible of the

(*Continued on page* 6)

Universal Officers Elected by Board

The board of directors of Universal Pictures Company, Inc. at their meeting in New York yesterday following the stockholders' meeting elected the following officers:

N. J. Blumberg, chairman of the

(*Continued on page* 6)

Three UA Branches Lead in Sales Drive

United Artists' Jacksonville, Toronto and Winnipeg branches are leading their respective groups in the first lap of the company's Fortieth Anniversary sales drive, it was announced by co-captains James R. Velde, general sales manager, and Roger H. Lewis, national director of advertising, publicity and exploitation.

Managers of the leading branches

(*Continued on page* 3)

PERSONAL MENTION

HENRY H. MARTIN, Universal Pictures general sales manager, left New York yesterday for Dallas. He will return Monday.

•

James E. Perkins, president of Paramount International Films, left here yesterday for London from where he will continue to Rome and Johannesburg, South Africa.

•

Meyer Hutner, Warner Brothers national publicity manager, has returned to New York from the Coast.

•

Ely Landau, chairman of the board of National Telefilm Associates, and Oliver Unger, president, will leave here today for Los Angeles.

•

Fannie Hurst, author of "Imitation of Life," the new production of which has been completed by Universal Pictures, is in Chicago from New York in connection with the world premiere of the film on March 17. Also in the Windy City on the same mission is Philip Gerard, Universal's Eastern publicity manager.

•

Bernie Shapiro, of Southern Poster and Printing Co., Atlanta, has left there with Mrs. Shapiro for the Coast.

•

Irving H. Ludwig, president of Buena Vista; Ned Clarke, foreign sales manager, and Charles Levy, advertising-publicity director, will return to New York today from Hollywood.

•

James Mason will leave New York for London today via B.O.A.C.

•

Joe Gins, sales manager for NTA Pictures, and Sal Di Gennaro, Eastern division sales manager, will leave New York today, the former for Cincinnati, the latter for New Haven.

•

Fred Mathis, Paramount branch manager in Jacksonville, has returned there from Atlanta.

•

John Wayne, who arrived in New York early this week in connection with United Artists "The Horse Soldiers," left here yesterday for Dallas.

•

Robert Aurthur, writer of Paramount's "The Mountain Is Young," has left New York for Hollywood.

•

Carlo Ponti, producer, has returned to Hollywood from New York.

Industry Group

(*Continued from page 1*)

fications should not be adopted without the industry being given an opportunity to make its position clear on these proposed changes."

Answers Fitzpatrick Letters

The wire was sent in response to letters advising of the amendments which were received by Charles E. McCarthy of COMPO and Sidney Schreiber of MPAA from James A. Fitzpatrick, counsel of the Joint Legislative Committee to Study Publication and Dissemination of Offensive and Obscene Material. Fitzpatrick wrote McCarthy and Schreiber that the Joint Legislative Committee had adopted on Tuesday an amendment to Senate Introductory 2607 and its companion measure Assembly Introductory 3298, concerned with advertising of motion pictures, and an amendment which would be a new bill replacing a measure already introduced in the Senate and House to give the State censor authority to recommend that certain pictures be declared unsuitable for children of compulsory school age.

The wire was sent to individual members of the Assembly Judiciary and Rules Committees, Senate Rules and Education Committees, the Joint Legislative committee and to Fitzpatrick.

Text of Telegram

The telegram in full follows:

"Entire motion picture industry of the State of New York is vigorously opposed to the passage of the following measures as amended this week by the Joint Legislative Committee To Study Publication and Dissemination of Offensive and Obscene Material. Bills are: New bill not yet printed to supersede Assembly Introductory 4120 and its companion measure Senate Introductory 3213 and amended bills Senate Introductory 2607 and Assembly Introductory 3298. These bills, as amended, are as obnoxious to us as when originally introduced and will do just as much damage to the motion picture industry. Every branch of the industry presented briefs at the Joint Legislative Committee hearing held on February 26. In addition, prominent authorities and civic, labor and religious organizations voiced their unqualified opposition to these restrictive measures. We cannot urge upon you too strongly that no action should be taken on these bills as amended unless the industry and the public are afforded another opportunity to be heard in opposition to the amendments. Legislation which has such serious ramifications should not be adopted without the industry being given an opportunity to make its position clear on these proposed changes."

'Anne' Sold Out for First Month in L. A.

From THE DAILY Bureau

LOS ANGELES, March 11.—George Stevens' "The Diary of Anne Frank" has been sold out for the first month of its Los Angeles engagement at the Egyptian Theatre, officials revealed today. Benefit theatre parties and mail orders have combined to sell every ticket for the first month of the 20th Century-Fox release's run.

The Egyptian run which begins on March 26 with a gala, international motif premiere also has an advance sale which is greater than any roadshow motion picture attraction ever to play the Los Angeles area, it was stated.

Minimum Pay

(*Continued from page 1*)

exhibitor views to the Senators and Congressmen.

The delay has arisen because the labor committee is taking longer than expected to complete work on a labor anti-racketeering bill. It had hoped to finish last week, and now looks for considerably more work on the bill. The Easter recess begins March 27 and runs through April 5.

House Labor Committee hearings are even further off.

A. Julian Brylawski, chairman of the legislative committee of the Theatre Owners of America, warned the recent TOA mid-winter board meeting here that pending bills to expand minimum wage coverage could easily be interpreted as covering theatre chains and larger theatres. Exhibitor leaders subsequently agreed to mobilize against any such change.

Five Stars of 'Anne' To Attend Bow Here

Five stars of "The Diary of Anne Frank," producer-director George Stevens and authors Frances Goodrich and Albert Hackett will attend the gala charity world premiere of the film, Wednesday night at the RKO Palace Theatre here. The affair will be held under the auspices of the American Association for the United Nations.

Millie Perkins, the Fairlawn, N. J., girl making her film debut in the title role, will head the star contingent which includes Shelley Winters, Ed Wynn, and Gusti Huber and Lou Jacobi, who recreate their roles in the Pulitzer-Prize-winning stage play adaptation. Associate producer George Stevens Jr., will also attend the opening performance.

Bigger Concess
Sales to Be Stud

Methods to increase sales of c
sions at theatres will be explore
one-day meeting sponsored by tl
tional Association of Concessi
at the Park Sheraton Hotel h
Thursday, March 19. Conf
chairman is Bert Nathan of Be
than Enterprises, Brooklyn.

Developing the program, wl
is anticipated will attract 200
trants, are Harold Newman, C
Theatres; John Convery, An
Broadcasting-Paramount Th
Leonard Pollack, Loew's Th
Jack Yellin, Stanley Warner M
ment Corp.; and Melville B.
APCO, Inc.

Among the topics scheduled f
cussion are: "New Ideas in C
sions and Vending"; "Better M
dising Methods Sell More"; "
ment-Recreations Sales Potentia
ket Analysis"; and "Profitabl
Clinic," Each topic will be dev
by a discussion leader and pa
tion will be encouraged from
trants, who will explain appli
to their own specific operations

The morning session will
promptly at 9:30 A.M., accor
NAC executive vice president
J. Sullivan, and continue t
12:30 P.M., when luncheon
served to all registrants. The
Cola Company will act as host.

The afternoon conference
from 2 P.M. to 5:30 P.M. Fol
the meeting the Pepsi-Cola Co
will host a cocktail party at the

'Hur' Merchandisin

MGM has appointed Stone
ciates to act as exclusive merc
ing representatives for tie-in
"Ben Hur." The agreement
licensing of manufacturing of a
mercial products based on the
production.

Benefit Bow for 'Po

PHILADELPHIA, March 11
though the opening date of "Por
Bess" here will not be schedule
the late summer, William G
has arranged for a benefit p
of the picture at his Midtown T
The first performance will be
sored by Heritage House.

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THE NAME TO REMEMBER
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• Dependability
• Quality
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Are Yours
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Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

EOPLE

y **Kasperowicz,** engineering r in the physico-chemical sec- Du Mont Tube Operations, n named director of color tube h and development at Allen B. nt Laboratories. He will be in of development of a single- lor tube for commercial TV rs, a program being conducted contract to Chromatic Televi- boratories, a division of Para- Pictures.

□

Cudone, of the Edgemoor , Wilmington, Del., and **Jack ell,** of the Academy Theatre, ego, Cal., have joined Theatre of America.

□

Friedman, veteran industry t and journalist, has been press representative for Al- tists Pictures of Canada, Ltd. now in New York for confer- on current and forthcoming .

□

Novak yesterday held a press nce at the Columbia Pictures ffice for high school paper of the New York area. Some ergraduate fourth-estaters at-

□

ie **Silverberg,** who recently re- from Universal in Pittsburgh, n appointed office manager for na's newly-formed U. S. Films, that city. **Dana** will open his ces there Monday.

□

Pries, formerly chief barker Philadelphia Variety Club and y an officer of Variety Clubs ional, has been elected first sident of the Main Line Re- emple, Beth Elohim, in Wyn- , Pa.

□

vertson has been named gen- nager for all units of Adam- eatres in the Willamette Val- Oregon, supervising theatres Albany and Corvallis.

□

Smith, retired Warner Broth- ch manager in Albany, N. Y., n named to buy and book the heatre, Deposit, N. Y., op- of which was recently taken **Floyd Thompson** from Kallet s.

□

V. **Iselin,** of Tri-City Drive-in s, is serving as co-chairman oung executives committee of ish Welfare Fund Campaign, N. Y.

□

rd **Goldstein,** former 20th -Fox salesman in Albany, has assumed the buying and of the Avon Theatre, Canas- Y., for **Ralph Balducci,** who reopened the house.

SMPTE Planning Program for 85th Convention on Int'l. Communication

"Films and Television for International Communication," the theme of the 85th semi-annual convention of the Society of Motion Picture and Television Engineers, will be dramatized in a variety of ways when the 43-year-old organization meets in convention sessions at the Fontainebleau Hotel, Miami Beach, May 4-8, according to program chairman Garland C. Misener.

On the opening day of the convention, sessions will be devoted to high-speed photography and instrumentation, theatres and projection. Mitchell Wolfson, president of Wometco Theatres and Television Station WTVJ of Miami, will address a get-together luncheon on that day."

A special attraction of the first day, May 4, will be an address, Monday evening, by Major General John Bruce Medaris, Commanding General, U. S. Army Missile Command, Huntsville, Ala. General Medaris previously commanded the Army Ballistic Missile Agency from its inception in November, 1955. He was designated first commander of the AMC in March, 1958.

TV Sessions Slated

Other sessions during the convention week will be on laboratory practices, cinematography, audio-visual communications, committee meetings, sound and multilingual films, studio lighting and practices, television film techniques, television facilities and television recording.

A novel new feature of the convention will be the papers-demonstration session on the second day, scheduled to be held in connection with the international equipment exhibit. The demonstrations will be given in sequence in the sessions auditorium, adjacent to the international equipment exhibit, which will be open to visitors all afternoon. This year's exhibit promises to be the largest of its kind ever featured at an SMPTE convention. Already more than 50 companies from the United States, Europe and Asia, have indicated their interest in showing the latest in photographic instrumentation, cameras, projectors, and screens, closed-circuit TV systems, lab and editing-room equipment, motion picture and TV studio lighting, and, magnetic/optical sound devices.

Technical Papers Varied

Technical papers at this convention will treat a wide variety of subjects, among which are the following: the silicone rectifier dimmer; television lighting, past, present and future; implications of the continental classroom for open-circuit television teaching; a program-by-program billing system for pay-TV; 'are ASA speed numbers accurate?'; photo instrumentation in the AVRO CF-105 arrow; production planning for contractual film progress reports; new approaches to location recording techniques; comparison of learning resulting from motion picture projection and closed-circuit TV presentation and establishing and maintaining printer light balance in additive printing.

On the last day of the convention, conditions permitting, concurrent meetings on television recording will be held in Miami and Havana, with two-way transmission during the sessions.

Three UA Branches

(*Continued from page* 1)

are: Byron Adams, Jacksonville; George Heiber, Toronto; and Abe Feinstein, Winnipeg. Canadian district manager Charles S. Chaplin leads in the district standings. The 22-week campaign for collections, billings and play-dates will award more than $60,000 in cash prizes to the winners among the company's 33 competing branches in the United States and Canada.

Bilgrey Program Head

Felix J. Bilgrey, vice-president of the Little Carnegie and World theatres here, has been placed in charge of programming for the two houses, it was announced yesterday by Jean Goldwurm, president of the operating companies.

Named to WOMPI Post

ATLANTA, March 11.—Mrs. Nell Middleton, of MGM, has been named chairman of the nominating committee for the local chapter, Women of the Motion Picture Industry. Other members are Frankli English and Martha Chandler.

'Compulsion' Seen by Ohio Governor, Others

Special to THE DAILY

COLUMBUS, O., March 11.—Governor Michael Di Salle and the entire Ohio State Legislature attended a screening of "Compulsion," hosted by producer Richard Zanuck, today. The screening was held at the request of the Governor as part of the intensive program underway in this state, based upon the bill, due to come before the legislature, on the elimination of capital punishment.

Had Requested the Showing

Since a portion of the film deals with the question of capital punishment, Governor Di Salle and members of the legislature asked to see the film. Following the screening at the Grand Theatre, here, Zanuck met with members of the legislature and discussed various aspects of the picture as well as his research into the question of capital punishment.

Prior to the screening, the young producer appeared with the Governor on a television program direct from the State House in which the subject again was discussed.

. . . NEWS ROUNDUP

Rosen Tops RKO Winners

Marty Rosen, manager of the RKO Albee Theatre, Brooklyn, was the winner of the grand prize in the circuit's eight-week business building contest, it has been announced by Harry Mandel, vice-president of RKO Theatres. Besides the main prize of $750, cash awards were made each week. Winners, in addition to Rosen were: M. A. Anderson, RKO Hillstreet, Los Angeles; Jerome Greenberger, RKO Fordham; Brad Manning, RKO Proctor's, Newark; Mark Alling, RKO Golden Gate, San Francisco; Harry Dearmin, RKO Orpheum, Marshalltown; Sam Fersten, RKO Kenmore, Brooklyn, and Nicola Constabile, RKO Alhambra, New York.

■

Juke Box Story for Banyan

Banyan Productions has announced as its first feature production "Deadly Music," from an original screenplay by Charles J. Hundt. Production will take place in and around New York in the early spring. It is a story written against a background of the juke-box industry.

■

ACE Meeting in New Haven

A territorial meeting of the American Congress of Exhibitors will be held today at the Stanley Warner zone office in New Haven. Territorial temporary co-chairmen are Harry Feinstein, S-W Northeastern zone manager, and George H. Wilkinson, Jr., operator of the Wilkinson Theatre, Wallingford.

■

Maryland Allied To Meet

Allied Motion Picture Theatre Owners of Maryland will hold its annual meeting and election of officers at the Park Plaza Hotel, Baltimore, on March 19.

■

Ponti Using 'Carmen' Theme

Carlo Ponti and Marcello Gerosi are going forward with plans to produce a dramatic production based on the "Carmen" theme and starring Sophia Loren, despite the report that production has started in Spain on a picture titled "Carmen."

■

'Big Country' Victors Named

United Artists and the Avis Rent-a-Car System have announced the five winners of the national contest conducted in conjunction with UA's "The Big Country." Winners—one from each of the five sections of the nation—are: C. W. McCullough, Buffalo; Harry Lohse, Indianapolis; Mrs. F. L. De Bra, Fort Myer, Fla.; Mrs. Jean Andre, Milwaukee, and Mrs. Vernard H. Webb, Sunnyvale, Cal. The awards provide the use of an Avis car for 2,000 miles.

Universal proud

"This Earth i

with **Kent Smith** · **Ken Scott** · **Ci**

Claude Heilman · Screenplay by **Casey Robins**

nounces for July release . . .

ock Hudson
ean Simmons
orothy McGuire
laude Rains

Mine" in CinemaScope · Technicolor®

ected by **Henry King**

bbins · Produced by **Casey Robinson** and

ward Muhl, Executive Producer · A Vintage Production

National Pre-Selling

A STRIKING full page ad on "Imitation of Life," starring Lana Turner and John Gavin, appeared in the March 9 issue of "Life." This new U.I. film will have its New York premiere at the Roxy Theatre.

•

"My Uncle," the Continental film nominated for an Academy Award, received a laudatory review in the March issue of "Seventeen." According to the reviewer, "My Uncle" is a delightful French comedy continuing the adventures of Mr. Hulot. In this film Mr. Hulot is pitted against the cold mechanization of modern times.

•

Columbia took advantage of the regional editions of "T.V. Guide" by placing a full page ad in the March 21 issues of the Texas editions to advertise the premiere of "Gidget" in the Lone Star State.

•

Debbie Reynolds is on the full color cover of "Photoplay's" April issue. In the same issue there is an entertaining interview that Debbie gave to 14-year-old Pam Larner of Inglewood, Calif. The readers of this issue see Debbie through the eyes of a typical teenager, who finds her a warm, friendly thoughtful person interested in the problems of people who work with her. "The Mating Call" is Debbie's current film and "Say One For Me," and "Rat Race" are being readied for release.

•

The readers of "Look's" March 17 issue see Hollywood celebrities in candid camera shots, photographed from the window of Sam Goldwyn's studio office. Phil Stern set his camera at this vantage point and the stars did not realize they were being photographed. Marilyn Monroe, Frank Sinatra, Debbie Reynolds, Jack Lemmon, Sammy Davis, Jr., Tony Curtis and Sidney Poitier are some of the performers seen during unguarded moments. These shots were made while "Porgy and Bess," "Some Like It Hot" and "The Defiant Ones" were being produced.

•

In an article on Dore Schary's theatrical activities appearing in the March 9 issue of "Life," his latest film "Lonelyhearts" is reviewed. "Life," points out that Dore likes to look on the bright side of things. He both wrote and produced this U.A. film based on Nathanael West's cynical novel. As he tells West's story, no one murders the reporter, everyone forgives everyone else's sins and the editor reforms.

•

"Never Steal Anything Small," the new U.I. film starring James Cagney and Shirley Jones, has been selected as the picture of the month by "Argosy" for March.

•

An interesting and revealing profile of Julie London will appear in the March 15 issue of "Parade." Her latest films are "Night of the Quarter Moon" and "Man of the West."

WALTER HAAS

Big Univ. Grosses Expected

(*Continued from page 1*)

type we think profitable." He said that as of last August Universal has completed six pictures, and is now shooting four.

Seemingly contented with the sale of the Hollywood studios, Rackmil said that the company was formerly faced with an annual operating cost of $6,250,000 for the facilities. Now, under a lease with MCA, the company will only have to shell out about $1,000,000 annually for use of production facilities.

Quarter In the Black

The loss for the first quarter is about $700,000, Rachmil said. Over-all, the quarter will appear on the books in black ink, due to a non-recurring profit from the sale of the Universal studios in Hollywood to MCA.

In answer to a stockholder's question, Rackmil said that there will be no dividend on Universal's common stock until "the company gets back in the black."

Ad Budget Down Slightly

Rackmil said that Universal's advertising expenditures for 1958 were lower than those of 1957, although he would not reveal a figure "for competitive reasons." He pointed out that "many companies are using the weight of presumed advertising budgets to attract independent producers." He added that Universal's ad budget was determined by the "number of pictures and the type we're releasing."

In answer to a question from the floor, Rackmil said that he has "no intention" of effecting a merger of Universal with its parent company, Decca Records, of which he is also president. He said there is no reason to consider a merger between the two companies unless there would be benefits resulting for both.

Nine Directors Elected

The meeting elected the following nine directors: Preston Davie, Albert A. Garthwaite, John J. O'Connor, Rackmil, Budd Rogers Daniel M. Sheaffer, Harold I. Thorp, Samuel H. Vallance and N. J. Blumberg.

Stockholders also approved the selection of Peat, Marwick, Mitchell & Co. as independent public auditors for the coming year.

Over 187 Key City Dates For 'Gidget' at Easter

Over 187 key city theatres have booked Columbia's "Gidget" for the Easter season, Rube Jackter, vice president and general sales manager said yesterday. A total of 300 prints available will all be working, he added.

Jackter said that the company was heartened by exhibitor reaction to "Gidget," especially because it was the first of a number of films the company will offer which will have young and relatively new players in the key roles. The sales executive credited trade press advertisements and news stories with playing a major role in gaining acceptance for "Gidget" as an Easter attraction for key houses in the face of competition from films being offered by other companies.

Stresses Value of Promotion

"There have been many statements made by production and distribution executives bemoaning the fact that exhibitors ask for new faces but don't book pictures they play in," said Jackter. "I believe the reaction to 'Gidget' shows that is not the case, especially when the distributor goes out and supports the young stars with the same kind of promotional campaign it would give to a film headlining boxoffice champions."

'U' Officer

(*Continued from page 1*)

board; Milton R. Rackmil, presid Adolph Schimel, vice-president, s retary and general counsel; David Lipton, Edward Muhl and John O'Connor, vice-presidents; Felix Sommer, treasurer and assistant s retary; R. M. Miles, controller assistant treasurer; Charles H. St ford, assistant treasurer; and Mc Davis and Anthony Petti, assis secretaries.

Pope Asks

(*Continued from page 1*)

to tighten and coordinate Cath action with respect to those med

Pope John XXIII has given Commission, set up experiment by the late Pope Pius XII, bro authority and instituted it as a manent office of the Papal Secret ship of State.

Stating that films, TV and r present grave problems in the "fi of public morality, propagation ideas and the education of you the Pope said that he, therefore, tended his "paternal and insis warning" to all those responsible motion picture, radio and televi broadcasts.

Sack To Be Host

BOSTON, March 11—Exhibitor Sack will host a special luncheon actor Bradford Dillman here on M 19 at the Boston Club to be follo by a screening of "Compulsion." man, who stars in the Zanuck Pro tion, will stop here on a leg of cross-country tour in behalf of CinemaScope-20th Century-Fox lease. The Sack luncheon will attended by newspaper publis press, radio and television represe tives, as well as metropolitan n paper critics. A party, following screening, will be attended by c from the surrounding cities. "Com sion" opens at Sack's Gary Theat April.

Hammer Films Party

Officials of Hammer Film Pr London, will be hosts at a coc reception to press representatives others at the Hampshire House March 17. Attending will be J Carreras, Anthony Hinds and Mic Carreras.

"One of the greatest spectaculars. I have never seen such mammoth scenes!"
—R. V. McGinnis, R. V. McGinnis Theatres

PARAMOUNT PICTURES PRE

TEM

Starring
VAN HEFLIN · SILVANA MANGANO · VIVECA LINDFORS · GEO
Co-Starring
OSCAR HOMOLKA · HELMUT DANTINE · AGNES MOOREHEAD · ROBERT KEITH and VITTORIO GASSMAN · Directed

Filmed in Tech

. Papers to Be Contacted vidually for 'Oscar Nite'

Special to THE DAILY

STON, March 11. – Each news- of Boston and other key cities ew England will be personally ached by a publicity man of the nges or circuits in the area in fort to get the largest possible nce for the Academy Awards and television program of April ns were completed at a meeting en the publicists and the cam-'s co-chairmen, Arnold Van Leer loyd Fitzsimmons.

papers will be serviced with ial supplied for the purpose by o.

heatre-TV

(*Continued from page* 1)

in their area, were demonstrat- the trade press here last night dinner given by the company ster House.

plan will be tested in a 20- multiple run engagement in os Angeles area opening next "Horse," packaged with another ated Producers Production for 'The Little Savage," has had a k buildup over Station KTTV, 10 different "program-trailers," ng David Ladd, Chill Wills, Rex , Patricia Wymore and others cast. The spots were spread at nt times during the day, receiv- proximately 55 plugs to date.

Regarded as 'Trailers'

Woolen and Reavis Winckler, executives, regard the "trail- ed as an adjunct to the station's mming, produced with story in- and entertainment values, even they build up to a climax results in a teaser-invitation to film. Ten, 20 and 60-second nouncements will be used for ek prior to the film's opening station may consider continu- ot announcements following engagement.

rt L. Lippert, theatre chain r and organizer of Associated ers, prefaced the screening e announcement he had tied up tions for the plan around the before the picture was pro-

Canada Circuit

(*Continued from page* 1)

basis they are being offered to the exhibitors in the U. S. James Nairn of Famous Players and Ron Leonard of Odeon have ordered a total of 175 Academy Award kits so far.

The Academy Award program will be featured on 33 TV stations of the CBC-TV network on April 6, in addition to the NBC-TV and radio networks in the U. S.

Barron, Glasser Handling Kits

Win Barron, exploitation chairman for Canada, announced that definite word is expected from CBC on whether or not that radio network will provide the "Oscar" show to its member stations on a co-operative basis. Barron, together with Sam Glasser, his co-chairman, are handling the kit production and distribution in Canada.

New Hearing

(*Continued from page* 1)

from one to seven years provided for violations.

Mrs. Andrew Martin, Columbus housewife, said she would have more confidence in decisions of the examining board set up under the O'Shaughnessy-Lynch bill "because standards are defined in the bill." Edward Honton, representative of the Citizens for Decency group of 20 members, asserted the bill is constitutional and said certain films cause youths to engage in "unwholesome experiments" in sex.

Leo Stark, Columbus attorney, said theatre operators are now "wide open to prosecution" and "this bill would free them from criticism." He said since the state regulates sales of liquor, horse-race betting, and obscene magazines, it has the power to regulate movies. Under committee questioning Stark admitted "it's impossible to legislate morals."

School Groups Heard

Mrs. L. M. Merritt, Columbus school teacher and representative of business and professional women's clubs, Mrs. Roland Hepner, of Ohio Congress of Parents and Teachers and Mrs. Leland Ramsey, Columbus housewife, voiced support of the bill. Co-sponsor Sen. Thomas O'Shaughnessy, Columbus democrat, said he is not a "busybody, do-gooder and without sin" but he believes the bill is needed and is constitutional.

'Oscar Night' Aid Pledged By 50 Additional Theatres

Fifty additional theatres, from 10 states, have pledged their participation in promoting the Academy Awards telecast on April 6, it has been announced by the Council of Motion Picture Organizations.

The largest individual pledge, said Compo, came from the Walter Reade circuit, which ordered Academy Award kits for all of its 23 theatres and which plans a special "Oscar Night" exploitation for the entire circuit.

Paramount Delivers 'Oscar' Film Spots

Paramount Pictures have produced and delivered to NBC, film spots for promotion of the Academy Awards presentation on the NBC and CBC television networks, according to Jerome Pickman, vice-president of Paramount and co-chairman of the Academy Awards committee of the advertising and publicity directors' committee of MPAA.

Slated on Two TV Webs

The stars who appear in these spots in support of "Oscar" are: Clark Gable, Sophia Loren, Karl Malden, Lili Palmer, Carroll Baker and Lee J. Cobb. The two television networks have allotted heavy spot schedules to present these motion picture stars in short reminders of "Oscar" Day on TV.

Sign Carol Lawrence

Carol Lawrence, star of Broadway's "West Side Story," has been signed to appear with Roddy McDowall and Victor Jory in "Night of Betrayal," on the U. S. Steel Hour, Wednesday, March 25, at 10 P.M., EST, via channel 2. The young star will be making her dramatic debut on television with her Steel Hour appearance.

40 Pushing 'Some'

A task force of 40 United Artists exploiteers are now in the field to kick off the pre-release publicity campaign for Billy Wilder's "Some Like It Hot." The all-media push for the Mirisch Company presentation is budgeted at more than $1,000,000, and will lay heavy stress on local level and regional exploitation. The record number of UA fieldmen will spark grass-root exploitation campaigns in advance of the film's regional bookings across the United States and Canada.

Conn. MPTO

(*Continued from page* 1)

through censorship of advertising materials used by theatres and inserted in the newspapers. The Motion Picture Theatre Owners of Connecticut has been and will be firm in its opposition to any attempt at such legislation.

Cites Supreme Court Edict

"The United States Supreme Court has held that motion pictures are protected by the First and Fourteenth Amendments to the United States Constitution. Local and state law making bodies should abide by that mandate and not attempt to do indirectly what the United States Supreme Court has outlawed directly.

"While the bill in the Connecticut Legislature does not specifically set up censorship, it amounts to the same thing. It means approval of all advertisements that theatres and newspapers insert or display.

"The daily newspapers of Connecticut have joined in this fight against the proposed legislation.

"Finally, there is at present, ample provisions against obscenity in advertising, etc., in this state, and in other states. There is no need for further strangulating legislation.

Al Smith Quoted

"In the words of the late Alfred E. Smith on the subject of censorship: 'Interference with personal liberty, censorship of thought, word, act or teaching, abridgment in any way of the freedom of speech and of the press by the Government itself, unquestionably encourages, if in fact it does not promote, intolerance and bigotry in the minds of the few directed against the many'."

369th to Honor Poitier

Sidney Poitier, star of Stanley Kramer's "The Defiant Ones," will be honored here at a reception to be given Sunday afternoon by the 369th Veterans Association at the regiment's armory. He will be honored for his performance in the film and for his valuable contribution to the American theatre.

URENTIIS PRODUCTION
ST
Produced by DINO DELAURENTIIS
nplay by Louis Peterson & Alberto Lattuada · Based on a novel by Alexander Pushkin
rama®
"GREAT MOVING TECHNICOLOR SPECTACLE!"
—Jack Kirsch, Allied Theatres of Illinois

TENT TALK

Variety Club News

PORTLAND — The Variety Club Heart Clinic was aided by benefit performances at the Sandy Boulevard and 82nd Street drive-in theatres, with the films donated by 20th Century-Fox, Universal and Columbia, plus cooperation of the IATSE. The benefits formed the opening event of the drive-in season, now on a Friday-through-Sunday basis.

△

LAS VEGAS — With the opening here of the convention of Variety Clubs International only three weeks away, George Eby, international chief barker, reports that the delegation from London will include 26 barkers and barkerettes, the largest number ever to have attended the showman's conclave from any foreign country. There will be 12 nations from outside the U.S. represented at the convention.

△

BALTIMORE — Aaron B. Seidler, manager of the new Albert Theatre here, is the winner of the Variety Club's first prize for a publicity campaign observing the club's 32nd anniversary. The prize is an all-expense trip to Las Vegas for the annual convention which opens there on March 31.

N.Y.S. Drive-Ins Ask Clearance Reduction

Special to THE DAILY

ALBANY, March 11—Two drive-ins, the Sara-Pla, between Saranac Lake and Lake Placid, and the Dix, in Hudson Falls, have applied to the Albany branches of distributing companies for a reduction in clearance.

Lone Theatre to Reopen

The Sara-Pla, operated by Ernie Stautner, and Ed Hoffman, is now 21 days behind Lake Placid. Its owners seek a clearance to one day after Lake Placid. That resort village's only theatre, the Palace—dark since early last fall—is being refurbished prior to reopening.

The Dix Drive-in, which Howard Goldstein and his brother are taking over for 1959 operation, is now 21 days behind Hudson Falls. They would like to have the same clearance as two drive-ins outside Glens Falls—or seven days after the Paramount and Schine's Rialto in that city. The Schine Circuit usually closes the Strand in Hudson Falls during the summer.

Perlmutter House Involved

Jules Perlmutter's Fort George Drive-in, at Lake George Village, and John W. Gardner's Glens Falls, two miles outside Glens Falls, now follow Glens Falls by seven days according to exchange-men.

THE BIG ONES...
are advertised in LIFE
WALT DISNEY'S
The SHAGGY DOG
...in LIFE's March 16 issue.
LIFE THE BIG ONE
IN MOVIE SELLING

Television Today

CBS Launching 1-Hour Daytime 'Specials'

The first of a new series of one-hour daytime "specials," aimed specifically at television's vast audience of women, will be launched on the CBS Television Network in May, it was announced by Louis G. Cowan, president of the CBS Television Network. The program will be presented on a special pre-emption basis.

The series will be called "Woman! —Herself, her family, her world, her future." The programs will have a top budget and be presented in the daytime when the audience is predominantly housewives.

Early Marriages First Theme

The first special program, currently in preparation, will be called: "Do They Marry Too Young?" and will probe the enormous increase in teen-age marriage and the trend toward larger and larger families.

Two New Appointments Announced by CNP

California National Productions has announced further appointments to its sales force. Jake Keever, vice president and general manager, has assigned one more representative each to the Eastern-Central and Midwest territories of CNP's NBC Television Films division. The move follows last week's appointments of two new salesmen to Victory Program Sales, the CNP rerun division.

The latest appointees are Robert Brenner and Jay Berkson. Brenner, long associated with the Lewin, Williams & Saylor agency assumes the New England post. Berkson, formerly with station WDSM-TV in Duluth, will cover the Minnesota-Wisconsin area.

'David Niven Show' Set For NBC in April

"The David Niven Show," a new dramatic series with Niven as host and featuring top stars each week will start on the NBC-TV Network Tuesday, April 7 (10-10:30 P.M. EST.

The series will be sponsored by the Singer Sewing Machine Co., through Young & Rubicam Inc., on alternate weeks starting April 14. It will be produced by Four Star Films, the production company founded by Niven, Dick Powell and Charles Boyer. Vincent Fennelly will be producer.

ASCAP Annual Banquet

The annual meeting and banquet of the American Society of Composers, Authors and Publishers will be held at the Hotel Astor here on March 30, Paul Cunningham, president, has announced.

B-B Campai

(*Continued from page* 1)

had polled the exhibitors' repre
tives, and all asked that "as q
as MPAA will match the $16
now available from exhibition
operating committee be direct
get the radio campaign underw

Stellings said he had con
Horace Adams of Allied State
Schwartz of MMPTA, and
Brandt of ITOA, and all stood
the executive committee decisio
January meeting that MPAA
"the approximately $165,000
available from exhibition," to
take the radio campaign.

Sees Radio Drive a 'Plus'

"We all share with MPAA,"
lings said, "a disappointment
funds are not available at this
for the full campaign, but all fe
the radio campaign in itself w
a 'plus' for our industry.

"We also feel that the Sprin
will be most beneficial since
Ins will be reopening, we w
entering our peak business seaso
the release schedules for all the
companies will be strong durin
period—all of which adds to
grosses for all branches of our
try, particularly if stimulated
nation-wide radio campaign."

It is expected the MPAA
will consider the request at its
ing later this month. Montagu
indicated he will relay the exe
committee request to the boa

MPAA Firm in Oppositio

At its meeting last week, the
advertising-publicity directors
mittee reaffirmed its opposit
proceeding with the radio ca
only, rather than the entire $2,3
campaign with its newspaper
tising and public relations pr
as originally planned. The co
tee's views also will be report
the MPAA board at its next m

M-G-M—TV to Prod 'Jeopardy' for NBC

"Jeopardy," a new one-hour
suspense series, will be produc
MGM-TV for the National Bro
ing Company, for presentati
NBC-TV next season, it wa
nounced by Robert F. Lewine
president, NBC Television N
Programs.

Stories Founded on Fact

Based on actual stories of
who have found themselves w
warning in some form of jeo
"Jeopardy" will be written, pr
and directed by the husband-an
team of Andrew and Virginia
The films will be shot entirely
cation—in most cases in the act
cales of the news event on whi
stories are based.

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

35, NO. 48 NEW YORK, U.S.A., FRIDAY, MARCH 13, 1959 TEN CENTS

Schedule

vorcement of ew's Units Completed

re, Theatre Firms ally Separate Entities

inal step in the division of ts of Loew's, Inc., (MGM) was ed yesterday afternoon, on e, it was announced by Joseph el, president.

g of formal documents the beginning of the existence wholly-independent companies, ew's, Inc. (MGM) and Loew's , Inc., the latter taking over ip of Loew's domestic and n theatres and the New York lio station, WMGM, from its parent company.

s Inc. (MGM) will, of course, to own and operate all the picture and television produc-

Continued on page 2)

idget' Campaign rected to Young

WARREN G. HARRIS

p-up of the promotion camr Columbia's "Gidget"—"one nost thoroughly merchandised in some time"—was presented t S. Ferguson, director of ad- and publicity, to the trade ere yesterday following a of the film.

on said that it was Columeling that in judging Gid-

Continued on page 8)

siasm High at ACE Meeting

Special to THE DAILY

HAVEN, Conn., March 12—sm for what the American of Exhibitors can do to help hibitor problems was exnere following the first ACE in this area today. Some 24

Continued on page 7)

SION TODAY — p. 10

Skouras Readies Speech 'of Importance To Exhibitors Throughout the World'

The entire opening session Sunday of 20th Century-Fox's four-day national sales convention here, will be devoted to delivery by Spyros P. Skouras, president, of "an address during which announcements of far-reaching importance, not only to the company's future course, but particularly to exhibitors throughout the world, will be made," it was announced yesterday by Alex Harrison, general sales manager.

Harrison stated that, because of the many matters on the convention agenda, the first national gathering of domestic managerial personnel the company has held since 1955 has been extended to four days, instead of three, as originally announced.

In addition to Sunday's meeting, two sessions will be held daily, on Monday, Tuesday and Wednesday. All meetings will be held at the 20th Century-Fox Theatre at the home office. Tuesday afternoon the field sales personnel will attend a preview of George Stevens' "The Diary of Anne Frank" at the Palace Theatre. Producer-director Stevens and five stars in the cast, including Millie Perkins, who makes her film debut as Anne Frank in this production, will be present.

Loew's Application for Two Drive-Ins Approved

Application of Loew's Theatres to acquire two drive-in theatres near South Bend, Ind., was approved yesterday by New York Federal Judge Edmund Palmieri. The acquisition, the Judge found, would not "unduly restrain competition" in the area.

The drive-ins are both to be leased from Mrs. L. Cochevetty. They are the Starlight, half way between South Bend and Elkhart, and the Moonlight, about three miles south of South Bend.

The Loew's petition to acquire the

(*Continued on page* 7)

See Mitchell Firm On Minimum Wage

From THE DAILY Bureau

WASHINGTON, March 12—Labor Secretary Mitchell said he will submit to Congress shortly his recommendations to extend Federal minimum wage coverage to "several million" more workers.

In the past, the Administration has proposed extending coverage to large theatres and theatre chains and other retail and service organizations. There's no reason to think the Administration has changed its stand.

Mitchell did, however, oppose any increase in the present $1 an hour

(*Continued on page* 7)

Kalmus Reports Technicolor Gains; Sees Good Demand for Technirama

Technicolor, Inc. was able to improve its earnings in 1958 while meeting the most diversified requirements for prints and service in the company's history, Dr. Herbert T. Kalmus, president, informs stockholders in the company's annual report, released yesterday.

Net profit for 1958 amounted to $558,172, equal to 28 cents a share, compared to $95,946, after inclusion of a non-recurring capital gain of $563,994, for 1957.

Net sales last year amounted to $26,778,621, against 1957 sales of $24,674,620. Current assets, of which $2,563,740 was cash, amounted to $7,172,019, and current liabilities, $2,910,116.

Kalmus's report says that 185 features were produced in Hollywood in the first 11 months of 1958, of which 115 were black and white and 70 were color. In the same period of 1957, the total was 266 pictures, of which 186 were black and white and 80 were color.

"Thus, during a production drop . . . the percentage in color increased from 31 per cent in 1957, to 38 per cent in 1958," the report asserts.

Kalmus notes a likelihood that theatre attendance this year may show an increase due to increased production of top quality films, the public's desire for entertainment outside the

(*Continued on page* 7)

2 Points at Issue

Compromise On Toll-TV Is Being Sought

FCC, House Committee Would Resolve Differences

By J. A. OTTEN

WASHINGTON, March 12.—A House Commerce subcommittee and members of the Federal Communications Commission are trying to negotiate an out-of-the-hearing-room settlement on toll television.

Discussions are going on looking toward a compromise under which the FCC would agree to limit proposed toll-TV tests to one geographic area for each toll-TV system, as proposed in a bill sponsored by House Commerce Committee chairman Harris (D., Ark.). This is far less in the way of testing that the FCC originally proposed. In return, the Commerce Committee would forget about public hearings on the Harris bill, which also

(*Continued on page* 10)

TOA Now Owns Stock In All Major Cos.

With the divorcement of Loew's, Inc., now completed, Theatre Owners of America announced yesterday that it has added stock of the Loew's production and distribution company to its portfolio of film company shares. George G. Kerasotes, president of TOA, said that TOA now holds stock in all the major companies, in accord-

(*Continued on page* 7)

M. P. Herald Special Section On 'Compulsion' Out Today

This week's issue of MOTION PICTURE HERALD, out today, is published in two sections, the regular section and a second section devoted to 20th Century-Fox's exhibitor campaign on its new production "Compulsion." The special section supplements the regular Managers Round Table section of the Herald.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has arrived on the Coast from New York for meetings with studio executives.

•

ROBERT LAWRENCE, president of Robert Lawrence Productions, and JERRY SCHNITZER, executive vice-president, have left here for Hollywood.

•

EDWARD R. SVIGALS, vice-president in charge of sales for Trans-Lux Distributing Corp., left New York yesterday for Chicago and other cities of the Midwest.

•

PAUL CUNNINGHAM, president of the American Society of Composers, Authors and Publishers, will leave here tomorrow for Washington to attend the Gridiron Dinner there tomorrow night.

•

ELIA KAZAN, director, will leave here today via B.O.A.C. for Antigua, B.W.I.

•

RICHARD KAHN, Columbia Pictures exploitation manager, will leave New York at the weekend for Dallas.

•

RICHARD CARLTON, Trans-Lux Television Corp. vice-president in charge of sales, will leave New York today for Chicago.

•

MARTIN JUROW, producer, will leave Hollywood at the weekend for New York.

Bring Critics Here

Aaron J. Jones, Jr. and John Jones, co-operators of Chicago's McVicker's Theatre are bringing Chicago's newspaper critics here over the weekend to attend the March 16 afternoon press showing of George Stevens' "The Diary of Anne Frank" at the RKO Palace. The Chicago exhibitors decided to make the move, in conjunction with Fox's announced plans for a two month campaign prior to the opening of "Anne Frank" at the McVicker's on April 21.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH KERR • YUL BRYNNER
in ANATOLE LITVAK'S Production of
"THE JOURNEY"
From M-G-M in METROCOLOR
and GALA NEW STAGE SPECTACLE

Divorcement Is Completed

(Continued from page 1)

tion and distribution enterprises based principally in the MGM studios in Culver City, Calif. It will also continue to own all the Loew's music company and recording company assets.

Other major assets continuing under the Loew's Inc. (MGM) standard are the theatres and theatre properties in all foreign countries with the exception of Canada.

Instructions to stockholders on procedures for exchanging their old stock certificates for certificates of shares in the two resulting companies according to the plan of reorganization are being mailed now.

Trading on the New York Stock Exchange in the old Loew's Inc. stock was discontinued as of the close of the market yesterday. Trading in the shares of the two resulting companies begins on a regular basis at opening of the market today.

Paris Bow of 'Tempest' Draws Dignitaries

Special to THE DAILY

PARIS, March 12. – Sponsored by the North Atlantic Treaty Organization, the French premiere of Dino DeLaurentiis' "Tempest" at the Paris Theatre tonight set a new record for number of top governmental, military and diplomatic figures in attendance at a film opening. Paul Henri Spaak, Secretary General of NATO; Gen. Lauris Norstadt, Nato Armed Forces Commander; Roger Frey, France's Minister of Information; French General Valluy, Chief of Allied Forces in Europe and 30 ambassadors to France were in the "Tempest" premiere audience.

Producer DeLaurentiis and director Alberto Lattuada also attended. Music was furnished by The Guard Republicaine Band.

'Classifications' Bill Seen Doomed in Albany

Special to THE DAILY

ALBANY, N. Y., March 12. – An informed Assembly source has expressed doubt that even the Joint Legislative Committee on Offensive and Obscene Material's modified film classification bill would win approval at this session. He explained the long argument over, and the delay in, passing the annual budget measures (totalling $2 billion) has shunted into the background measures like those sponsored by the joint committee.

The budget having been adopted, the legislature probably will adjourn within two weeks.

A Senate source had previously predicted none of the joint committee's proposals would be okayed in that house.

A second joint committee amended bill—that banning posters, banners and displays, as well as advertising placed by distributors for exhibitors in newspapers, where the same is "obscene, indecent, lewd or lascivious," is before Assembly rules committee. However, the first-named source believed this measure also has little chance of passage.

Final Ballots Mailed For Academy Voting

A total of 2,084 final ballots to determine the best motion picture achievements in all 23 "Oscar" categories for 1958, will be mailed today to active members of the Academy of Motion Picture Arts and Sciences. Many of these will be returning their ballots from various parts of the world.

The list of voters will be checked by William Miller, of Price Waterhouse and Co., under the supervision of George Stevens, president of the Academy.

The public accounting firm, official tellers for all Academy voting for the past 25 years, will mail the envelopes containing ballots which must be returned postmarked no later than midnight, March 23. Counting will be done by Price Waterhouse and results placed in sealed envelopes that will not be opened until the evening of April 6 when winners will be announced from the stage of the RKO Pantages Theatre in Los Angeles during a 105-minute television program over the NBC networks.

Johnston to Hold Press Conference Here Today

Eric Johnston, Motion Picture Association president, will meet the press at MPAA New York offices this morning in advance of a luncheon meeting of the board of directors of the Motion Picture Export Assn., of which he also is president.

Johnston returned last weekend from an extended trip to the Far East and will report results to the MPEA board and answer reporters' questions, as well. This will be his first visit to New York since his return from the Far East where, among other things, he reportedly cleared up a number of questions pertaining to the new film import and remittance agreement with Japan.

'Capone' to Victoria

Allied Artists' "Al Capone" will have its New York premiere on Wednesday, March 25, at the Victoria Theatre.

Develop Plan for 3 Stooges 'Feature

Columbia Pictures has devel a promotional program to enable hibitors to group two-reeler com of the Three Stooges into feat length packages. The comedians currently enjoying a resurgence popularity, especially with teena through release of the pre- Stooge comedies to television.

Columbia has prepared a sp "Three Stooges Fun-O-Rama" leaders which can be run in fro a number of the two-reelers for ing as a feature or matinee spe Three of the comedies run just u one hour.

Trailer Prepared

In line with the title leader, Co bia has also prepared a regular ture-type trailer, a one sheet, telops, a pressbook, stills and ad tising mats, to enable exhibitor carry out advertising and prom campaigns as for features or sp presentations.

N.Y. Theatre-Labor Dies in Committee

Special to THE DAILY

ALBANY, N. Y., March 12. – Assembly labor committee today feated the Brennan bill provi that projectionists, engineers and men in motion picture theatre given "one calendar day," instea "24 consecutive hours" of rest week.

The committee also killed Savarese measure providing for ceptions in hours of employmen women over 21 editing or proce television or newsreel film, the not to exceed 48 hours a week.

A similar measure died in com tee last year; however, it passed houses in 1957—only to be d proved by Averell Harriman, Governor. A memorandum then by the industrial commissioner gested amendments.

L. Sherman Dies; Fox Board Member

Special to THE DAILY

MILTON, Mass., March 12—L. man Adams, a member of the of directors for 20th Century since 1944, died Tuesday nigh Carney Hospital, here, followi lingering illness. He was 72 years

Adams, born in Lowell, Mass., a resident of Wellesley, Mass., served as a member of the boa directors for the Eastern Massa setts Street Railway Co., Bro Union Gas Co. and Union Fr Railroad Co. He is survived b wife Helen, three daughters and son.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

RED
HOT!

MARILYN MONROE

and her bosom compani

JAC

IN A

BILLY WILDE

PRODUCTION

"SOME LIKE IT HOT"

COSTARRING

GEORGE RAFT · PAT O'BRIEN · BR

HOT HIT AHEAD... BOOK

ONY CURTIS

EMMON

DER and I. A. L. DIAMOND · DIRECTED BY BILLY WILDER · An ASHTON PICTURE · A Mirisch Company Presentation

W FOR EASTER!

THRU UA

HOT FROM THE PRESS!!

"Not only is Marilyn back, but she has with her two co-stars who have ardent followers of their own in Tony Curtis and Jack Lemmon. Miss Monroe looks terrific . . . Curtis and Lemmon go at their roles with relish and abandon. Word got around New York that this was the film being 'sneaked' and the paying customers started forming long lines early. Once inside, the lucky ones shook the rafters of the theatre with their howls of glee over this new comedy from Billy Wilder." — *M. P. DAILY*

"A winner with a zing! Hilarious...great entertainment! Probably the funniest picture of recent memory. Starts off like a firecracker and keeps on throwing off lively sparks till the very end. The film should provide United Artists with one of its top grossers for the year!" — *VARIETY*

"Could any showman ask for more? Bright comedy that sparkles like vintage wine! At a recent 'sneak' this Jazz-Age farce was greeted with an audience enthusiasm that was clamorous, to put it mildly." — *FILM DAILY*

"'Some Like It Hot' is certain to be even hotter at the boxoffice! Supersonic, breakneck, belly-laugh comedy which should be a block-busting bonanza! Billy Wilder was on the front burner all the way!" — *HOLLYWOOD REPORTER*

"Will probably make nothing but money! A riot of fun and femmes! The people appreciated the gorgeous Monroe named Marilyn and her ability to get across a comedy line or a song! All-in-all, a great time was had by all!" — *EXHIBITOR*

"A smash comedy that will be strong boxoffice in all situations right down the line! The ending is easily one of the funniest in years! Miss Monroe still has a hammerlock on the title to 'The Screen's Sexiest Female'!" — *DAILY VARIETY*

"Producer-Director Billy Wilder here has concocted what must surely turn out to be one of the wildest, wooliest and most infectiously fun comedies of the year! Three hilarious star performances! The result should be a boxoffice bonanza!" — *M. P. HERALD*

"Uproarious laugh riot which should prove to be a top box-office grosser, not only because of the potent marquee value of its stars, but also because of the picture's outstanding entertainment values!" — *HARRISON'S REPORTS*

"The wildest, wackiest and most wonderful farce comedy of the season, one that will keep audiences laughing uproariously from start to finish! Rarely have moviegoers been so convulsed! A comedy blockbuster!" — *BOXOFFICE*

MARILYN MONROE! TONY CURTIS! JACK LEMMON!

in a BILLY WILDER production

"SOME LIKE IT HOT"

STARRING GEORGE RAFT PAT O'BRIEN JOE E. BROWN

SCREEN PLAY BY BILLY WILDER and I. A. L. DIAMOND DIRECTED BY BILLY WILDER

An ASHTON PICTURE • A Mirisch Company Presentation

THRU UA

The music from "Some Like It Hot" and "Marilyn sings" is available on United Artists Records at all record shops.

CE Meeting

(*Continued from page* 1)

tors attended, representing 94 es in Connecticut.

orts were made by Harry Fein- zone manager of Stanley War- eatres and M. H. Bailey, head "W" theatres, both of whom erving as co-chairmen of the cticut division of ACE, and by kus, national committeeman of The group decided to hold fu- eetings. Also reporting on the es of ACE was Herman M. executive secretary of the Mo- icture Theatre Owners of Con- t and general counsel of TOA.

Plans for Downtown at Variety Meeting

Special to THE DAILY

VEGAS, Nev., March 12–A ze Western hoedown will spark owntown Day segment of Va- Clubs International convention Iarch 31 when Fremont Street entertain the organization. Set underway at 5 P.M. along Gulch," the Downtown Day ture a cocktail hour in all clubs tels, an outdoor barbecue on eet, entertainment and square g.

call for setting up two entire in staging the event, where the wn clubs will establish a West- ting. Downtown Day also will he opening of combined social in the group's 32nd annual ion, which will run here March 1 3.

k-Long Premieres 'South' in K.C.

Special to THE DAILY

SAS CITY, Mo., March 12— but of the remodeled Capri , formerly the Victoria, in wn Kansas City this month marked by a change in the attern for introducing a new here.

ad of the customary one or ht premieres, for "South Pa- e initial film, the Capri, oper- the Durwood interests, will week-long celebration, with women's organizations spon- different showings as benefits groups' philanthropic activi-

I Sets Big Campaign 100 'Watusi' Dates

I will open "Watusi" in over ations in the Charlotte, New , and Atlanta exchange centers ng April 15. MGM's vice-presi- d general sales manager, Jack said 125 prints will be avail- these territories.

y advertising and publicity gns have been set by MGM to e opening. A major phase will newspaper ads in the key ting the bookings for the area. will cooperate with exhibitors ey cities on additional ads in of their individual bookings.

REVIEW:

The Sad Horse

20th Century-Fox—CinemaScope

THIS IS A pleasant family picture which makes no pretensions about being anything more than that. Starred are David Ladd, the young son of Alan Ladd and a rising juvenile in his own right, and the perennial Chill Wills, who turns in another of his folksy characterizations.

Set in the present-day San Fernando Valley, Charles Hoffman's screenplay, based on a story by Zoe Akins, casts young Ladd as a boy with a slight limp due to a bout with polio which killed his mother. Raised by his father, Gregg Palmer, who is planning to marry for a second time, Ladd is left at the ranch of his grandfather, Wills, when the newly-weds depart for their honeymoon.

Wills also has another guest in the person of attractive Patrice Wymore, who has brought her race horse, "North Wind," to the ranch to recuperate from the loss of a dog to which he was affectionately attached. This is the "sad" horse of the title, and when it is pointed out that Ladd's constant companion is a cute mongrel puppy, it should come as no surprise that the lives of the three become intertwined.

Ladd's puppy soon takes the place of North Wind's former pal, and the horse is soon ready to race again. The only hitch is that Miss Wymore wants to take the puppy away with her and the horse, much to the disappointment of Ladd, who has already had a parting of the ways with his father about returning home with him and his new mother.

Ladd takes the natural course of a boy of ten in this situation. He runs away, is pursued by a mountain lion, but returns safely to the ranch. By this time, he realizes that he is perhaps being a bit selfish about keeping the puppy for himself, since it and the horse seem to get along so well together. The boy gives the puppy to Miss Wymore and agrees to return home with his father, wiser and more understanding for the experience.

Director James B. Clark has summoned forth good performances from the entire cast, with Ladd deserving a special nod for his unaffected portrayal. In some instances, however, his dialogue is just a mite too sophisticated for a boy of his age.

As produced by Richard E. Lyons, "The Sad Horse" is a treat to the eye in CinemaScope and DeLuxe Color. Natural settings in the San Fernando Valley are especially beautiful, and the several animals in the film, particularly the puppy, are used to good advantage.

Running time, 78 minutes. General classification. Release, in March.

WARREN G. HARRIS

TOA Owns Stock

(*Continued from page* 1)

ance with its program of "emphasizing its faith in the future of the movie industry by becoming shareholders in major production and distribution companies, so that exhibitors needs, experience and help can be better made known and available to the film companies."

TOA purchased stock in Columbia, Twentieth Century-Fox, Universal, Allied Artists, Paramount, United Artists, Warner Bros., and Disney in early February. Purchase of the Loew's stock was held off until the separation of Loew's, Inc., and Loew's Theatres, Inc., was completed, and the new Loew's stock was offered through the New York Stock Exchange.

Kerasotes Favors Purchases

Kerasotes, in several recent addresses to state and regional units of TOA and other exhibitor organizations, has urged that every theatre owner buy $1,000 worth of stock in the film companies for every theatre he operates, not only as a means of helping the film companies, but helping to insure his own financial and economic future.

Majors in High Court Defend Clearance Plan

From THE DAILY Bureau

WASHINGTON, March 12.–Major distributors told the Supreme Court there was no validity to an exhibitor's challenge to the Washington, D.C., area clearance system.

The distributors asked the high court to reject an appeal by the ORBO Theatre Corp., from adverse district and circuit court decisions. The lower courts had thrown out ORBO's $660,000 damage and injunction anti-trust suit against the distributors.

Rejected by Circuit Courts

ORBO operates the Villa Theatre in Rockville, Md., and had challenged the area clearance system under which it got pictures at least 21 days after they played first-run theatres in downtown Washington. The district and circuit courts found no proof that the distributors had been guilty of conspiracy, and also held that the 21-day clearance was not unreasonable. ORBO then appealed to the Supreme Court.

The distributors, opposing the appeal, argued that not only is clearance a necessary practice dictated by the economics of the industry, where more theatres want a print than there are prints available, but also that the Villa was one of the poorest grossing neighborhood theatres. "No reason appears from this record," they said, "why the poorest grossing theatre in the area should have been granted an advantage over its nearest competitors."

The district court found no proof of conspiracy or concerted action, the distributors noted. They said this proof was essential to ORBO's case, and the failure of ORBO to challenge this finding in the appeals court was in itself enough ground for the Supreme Court to throw out the appeal.

Technicolor

(*Continued from page* 1)

home and the increasing number of comfortably furnished, road show type theatres.

Technicolor, he said, manufactured and sold 271,766,595 feet of 35 and 70mm release prints in color and black and white last year, and 275,858,949 feet the year before. "Nonetheless," Kalmus comments, "the profit from this operation was substantially better than for the preceding year."

He speaks optimistically of the prospects for the company's Technirama, observing that "For those who wish 35mm prints of the CinemaScope ratio of width to height, but who also require prints of their pictures in other sizes and shapes, Technirama offers the widest scope or choice because of its utilization of the flexible Technicolor imbibition process."

31 Films in Production

The report notes that 24 films were made in Technirama last year and that 31 are in production or preparation for 1959 already. There were 66 pictures produced in 1958 with release prints to be made by Technicolor and 38 are listed for Technicolor printing during 1959.

Expansion in amateur color film processing and printing is forecast in the report.

See Mitchell Firm

(*Continued from page* 1)

minimum. Some Democrats and labor leaders are pushing not only an extension of coverage but also an increase in the minimum to $1.25 an hour. Mitchell made his comments in submitting to Congress a survey of the impact of the recent increase in the minimum to $1 an hour from 75 cents.

Loew's Application

(*Continued from page* 1)

theatres had been opposed by the Palace Theatre, in South Bend, and by Trueman Rembusch of Allied Theatre Owners of Indiana. No objections were raised by the Department of Justice at a hearing here March 3.

Give teen-agers a beautiful love story
and the excitement of a jungle setting
and they'll rush to see

seventeen's

April Picture-Of-The-Month

Audrey Hepburn as Rima

Anthony Perkins as Abel

M-G-M's production of W. H. Hudson's famed novel

GREEN MANSIONS

...the forbidden forests beyond the Amazon

in Metrocolor and CinemaScope

Co-Starring Lee J. Cobb

Sessue Hayakawa Henry Silva

Screen Play by Dorothy Kingsley. Based on the Novel by William Henry Hudson

Directed by Mel Ferrer. Produced by Edmund Grainger

An M-G-M Picture

SEVENTEEN is also proud to announce its "Jungle" green April issue featuring a 15 page editorial section and a 6 page full color advertising section all inspired by the Green Mansions theme, the most extensive and ambitious movie tie-up ever devised.

On Sale March 26th. See the M-G-M press-book for details.

REVIEW:

Verboten

Globe—RKO—Rank

In "Verboten" Samuel Fuller, the specialist in action films, has written, produced, and directed a melodrama set in the ruins of Germany just after her defeat in the Second World War. Attention is focused on two major problems: the ban against fraternization between Allied soldiers and German frauleins and the growth of the "Werewolves," the Hitler Youth delinquents who banded together to roam German cities and sabotage the occupation.

Fuller begins his film by concentrating on the first subject. James Best is cast as a G.I. who falls in love with a fraulein, played by Susan Cummings, who had saved him from the Gestapo in the last days of the war. He is able to get around the tabu against associating with the German girl by quitting the service and staying on with the Army as a civilian employee. They are married, and later he finds that she did not love him at the beginning but had latched onto him for security. Eventually he believes her when she says her love is now genuine.

Interwoven in the love story is the second subject which is productive of some violent action. The "Werewolves" are shown as being still under the influence of Hitlerism and their methods of ingratiating themselves with their conquerors so as to be better able to commit sabotage are outlined in detail.

"Verboten" is not, however, all romance and shoot-'em-up. Fuller includes some familiar newsreel footage of scenes taken in concentration camps to remind his audience of the enormity of the crimes of the Nazis. Newsreel shots of the Nuremberg trials of war criminals are also presented to drive the point home. At times this serious purpose has the unfortunate effect of getting in the way of the action. Preachment and melodrama are difficult to mix.

However, with West Berlin and its future status currently in the headlines "Verboten" has some obvious exploitation angles. It was produced in Hollywood with old newsreel shots employed throughout when an actual setting is required. A Globe Enterprises Production for RKO Radio Pictures, it is being released by Rank Film Distributors of America.

Running time, 87 minutes. General classification. Release in March.

RICHARD GERTNER

Set New 'tom thumb' Openings for Easter

"Tom Thumb" has been booked for saturation neighborhood-theatre bookings at Easter in the Washington, Buffalo, Baltimore, and Philadelphia areas. The George Pal production originally played first runs in these cities during the Christmas season.

MGM will back the saturation bookings with promotional and advertising support similar to the campaigns for the initial playdates.

'Gidget' Drive

(Continued from page 1)

get"'s commercial value, "the me chandising program and its comp nents must be considered on an equ basis with the film itself."

"An exhibitor who buys 'Gidget' r ceives a great deal more for his mo ey," Ferguson continued, "than just couple of cans of film and standa promotion accessories."

Since "Gidget" is a youthful roma tic comedy starring a trio of "ne faces," Columbia has directed its pr motional activities for the film towa young audiences, especially those b tween the teen ages and the mid-twe ties. A principal part in these activiti is played by disc jockey Dick Clar whom Ferguson described as "an ido of the younger set.

Featured on ABC-TV

Clark, who has two regularly sche uled programs on the ABC-TV Ne work, has been plugging "Gidget" all his telecasts. In addition, the di jockey endorses the film in most of display advertising and in both teas and regular trailers. He also appea in the television trailers and is hea on the radio and lobby records.

Another important tie-up for "Gi get" was with "The Price Is Righ TV program, which ran a contest wi the world premiere of the picture the winner's home as the grand pri Won by a Dallas housewife, this pr miere will take place March 17.

Other tie-ups which have garner nation-wide attention for "Gidget" those with Rose Marie Reid Swi Suits, McGregor Sportswear, Banta Books, and Colpix and Capitol Re ords, the latter two of which wax songs from the picture.

Bosustow Invited as Guest at Festival

The republic of Argentina has i vited Stephen Bosustow, president UPA Pictures, to be that country official guest at the Mar Del Pla annual film festival being held th month at the resort city outside Buenos Aires. During the ten d festival, Bosustow will participate a symposium on the art of the a mated film which will be illustrat with several award-winning UPA ca toons.

One of the highlights of the fes val will be the invitational present tion of "Me and the Colonel," William Goetz production for Colu bia release.

Before returning to his stud where he is currently produci UPA's first full length feature carto "Magoo's Arabian Nights," he w visit Columbia exchanges in La America and the West Indi

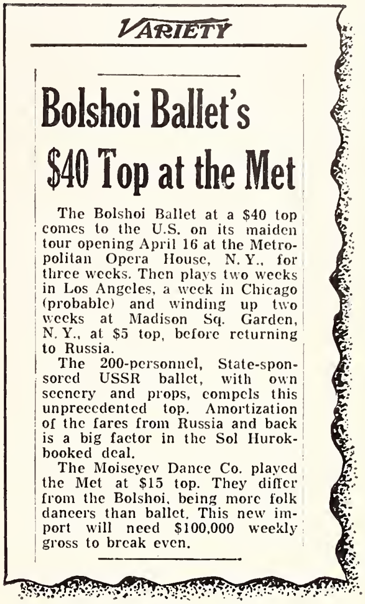
Magoo Feature Finishe

HOLLYWOOD, March 12.—"M goo's Arabian Nights" (film's te tative title), UPA's animated featu for Columbia, will be completed August and is being planned as Christmas attraction, it was disclos here today.

HE FABULOUS RUSSIAN DANCERS

40 TOP AT THE MET "LIVE"

NOW AVAILABLE ON SCREEN



VARIETY

Bolshoi Ballet's $40 Top at the Met

The Bolshoi Ballet at a $40 top comes to the U.S. on its maiden tour opening April 16 at the Metropolitan Opera House, N. Y., for three weeks. Then plays two weeks in Los Angeles, a week in Chicago (probable) and winding up two weeks at Madison Sq. Garden, N. Y., at $5 top, before returning to Russia.

The 200-personnel, State-sponsored USSR ballet, with own scenery and props, compels this unprecedented top. Amortization of the fares from Russia and back is a big factor in the Sol Hurok-booked deal.

The Moiseyev Dance Co. played the Met at $15 top. They differ from the Bolshoi, being more folk dancers than ballet. This new import will need $100,000 weekly gross to break even.

S. HUROK'S

ECTACULAR PRIZE WINNING MOTION PICTURE FEATURE

starring **ULANOVA** *"The World's Greatest Ballerina"*
Life Magazine

and the Fabulous

BOLSHOI BALLET

Music by
Prokofiev

Dancers and Full Orchestra from Moscow

the Brilliant Action Packed
nnes Festival Winner
Astonishing Color and Beauty

tirely in English

The
BALLET of ROMEO and JULIET

96 minutes

SOLID PRE-SOLD NATIONAL AUDIENCE AWAITS THE LIVE EXHIBITOR!

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8 age
S ead

LIFE Magazine, Feb. 23, 1959

tional 8 Page Color Spread Heralding
A and the BOLSHOI Theatre Company.
Dollars Worth of Publicity — and
ome.

"A Treat for Movie-Goers!
This beautiful blend of dance and picture-making is a treat for the regular moviegoer, even though he may not be a bug on ballet . . . a pictorial creation . . . tremendous outdoor scenes . . . possesses the greatest pictorial excitement and cinematic vitality . . . a fascinating show!"
Bosley Crowther, N. Y. Times

"*****! A Rare Treat."
N. Y. Daily News

". . . . makes excitingly good on its promise of a look at the great Ulanova in action."
TIME Magazine

Now Available

For Selected Limited Engagements at Advanced Admission Prices as a Money-Making *Special* Event.

Sole U. S. Distributor:

BRANDON FILMS, INC.
200 West 57th St., New York 19, N. Y.
Circle 6-4867

No TV, So Alaska Theatre Buys Radio 'Oscar' Spots

With no television signals reaching its territory, the Revilla Theatre in Ketchikan, Alaska, has bought all local spots on Radio Station KTKN to plug the Oscar awards radio broadcast in that territory, Charles E. McCarthy, COMPO information director, reported yesterday.

The Revilla was one of 51 additional theatres, scattered over 19 states, which sent their pledges of participation in the broadcast promotion to COMPO yesterday.

Compromise

(*Continued from page 1*)

provides that no permanent authorization of toll-TV could be made without specific action by Congress.

Complete agreement is currently being held up by differences over two points, FCC members report. These may never be compromised and the negotiations may fall through. But neither side has yet given up hope.

One point still at issue is what should be done about wire toll-TV. The Harris bill would ban all toll-TV, both wire and broadcast, except for the limited technical tests. The FCC maintains, however, that it has no jurisdiction over wire toll-TV, and that without Congressional action specifically giving the Commission control, it must allow all wire operations to go ahead, even though it puts the tight controls on broadcast toll-TV.

FCC Authority an Issue

The other point still unsettled is whether anything should be established now about the FCC's authority to act once the limited tests are completed. The FCC maintains it has the authority to okay toll-TV permanently, if it wants to, once the tests are completed and evaluated. Many Congressmen maintain the FCC has no authority to okay toll-TV permanently, and the Harris bill would make it clear that once the limited tests were completed, no toll-TV could be authorized by the Commission without specific action by Congress setting forth the conditions under which pay-TV could go ahead.

One compromise of this point would be a promise by the FCC to consult Congress after the tests, before taking further action. This would not surrender any authority which the FCC claims it now has, but would still give Congress a chance to step in before final authorization of toll-TV.

Seek Negotiated Settlement

Both the Harris committee and the FCC at this point would like to avoid what they feel would be lengthy and controversial hearings—hence the attempts to negotiate the matter privately.

The Joint Committee on Toll-TV has agreed to push for enactment of the Harris bill. The Joint Committee is interpreting the bill to bar all but the most technical tests of toll-TV systems, and does not envisage trials under which viewers are charged to see programs. The FCC is taking a very different view, interpreting the bill to permit full-scale tests of different programs, with a charge being made.

Unusual 'Oscar' Contest Devised

Special to THE DAILY

COLORADO SPRINGS, March 12.—Larry Starsmore and Derald Hart of Westland Theatres here have come up with a novel "Oscar" contest in connection with the forthcoming Academy Awards telecast.

Similar to the playing of Bingo, the contest features a card with five columns of numbers, each column beginning directly under one of the letters of the word "Oscar." Along with the card, a list of Academy Award nominations is supplied, with each nomination given a separate number.

One Number Is 'Free'

On the night of the telecast, players are asked to watch for the winning awards and their designated numbers on the list of nominations. Then, if any of these numbers appear on their "Oscar" cards, they are to check them off. Five numbers in a line, horizontal, vertical or diagonal, make a winning card. As in Bingo, the center box of the "Oscar" card is a "free" number.

Once a person has an "Oscar," he is entitled to participate in the awarding of prizes, which consist of the following: first prize, $400; second prize, $100. To participate he must complete the sentence "I like movies because—" in 25 words or less. Regardless of the final outcome, all "Oscar" winners will receive free guest tickets to any of the following participating theatres: Chief, Peak, Ute, Trail, Tompkins, Aircadia Drive-In, 8th Street Drive-In, Vista-Vue Drive-In, all Colorado Springs; Chief, Colorado, Main, Uptown, Mesa Drive-In, Pueblo Drive-In, all Pueblo, Colo.

Two Stations Participating

Also tied-in to the contest are TV stations KRDO, Colorado Springs, and KCSJ, Pueblo. Both will carry the telecast.

Albany Committee Kills TV-Censorship Bill

Special to THE DAILY

ALBANY, N. Y., March 12. — Assembly Ways and Means Committee has defeated the Manley bill providing for the censorship, by a television bureau in the State Education Department, of television programs broadcast over New York State stations, except those dealing with news, current events and sports.

The measure, strongly opposed by commercial television interests, provided a licensing fee of $50 for each half-hour program, or fraction thereof. It would have affected filmed shows, too.

Television Today

Ask Commercial TV Profits Be Used to Aid Other U.K. Industry

By WILLIAM PAY

LONDON, March 9 (By Air Mail)—Commercial television profits wer menace to the economy of Britain and some of the money should be switc to help other sections of the entertainment industry, Sir Tom O'Brien t the annual meeting of the Association of Cinematograph, Television and Allied Technicians.

Sir Tom is general secretary of the National Association of Theatrical and Kinematograph Employees and chairman of the newly-formed Federation of Film Unions.

"There is no reason whatever why some of this money is not allocated to film production and to save some of our art and culture, for example in the living theatre," he said. "We intend to get a square deal of all concerned, not only for those in television but for those who are affected by television as well."

Calls Profits 'Fabulous'

Month by month commercial television reported 'fabulous' profits which must in some way be ploughed back into the film workers' pay packets, suggested Sir Tom. He plans to put his idea to the TV program contractors shortly when he will put in a claim for over 5,000 union members—"most of them lucky if they get as much as £15 (42 dollars) a week."

Earlier Sir Tom said the screens of the world should be open to all the good films of the world. "That does not mean that a major, established and efficient film industry such as ours must be given second place in our own country."

"It is the duty of any government to encourage and to support its native industries. The time is past when the indifference of our governments towards British films can be tolerated," he said.

Urges Elimination of Tax

An emergency resolution, passed unanimously, criticised film industry employers and the Government for "failure and indifference" leading to the unemployment of one out of four workers in feature film production. It urged the Government to abolish the entertainment tax and the compulsory levy on takings as a condition of Sunday opening in the coming Budget.

Desilu on A.S.E.

HOLLYWOOD, March 12.—Desilu Productions, Inc., has received approval of the Security and Exchange Commission and the board of governors of the American Stock Exchange for listing and trading of Desilu common stock on the American Exchange, beginning Monday.

The issue, 525,000 shares of common, has been traded on the national over-the-counter market.

Who's Wher

David Levy, vice-president and sociate director of the radio and t vision department, Young & Ru cam, Inc., has been elected a v president of the National Broadc ing Company, it was announced **Robert W. Sarnoff,** chairman of board. Levy, whose appointmen effective April 1, will be in cha of programs and talent for the N Television Network. He will repor **Walter D. Scott,** executive vice-p ident, television network.

☐

Raymond Katz, associate dire and programming head for radio tion WMGM, is co-chairman of annual Friars Club dinner which be held at the Waldorf Astoria H on March 20 with **Steven Aller** guest of honor.

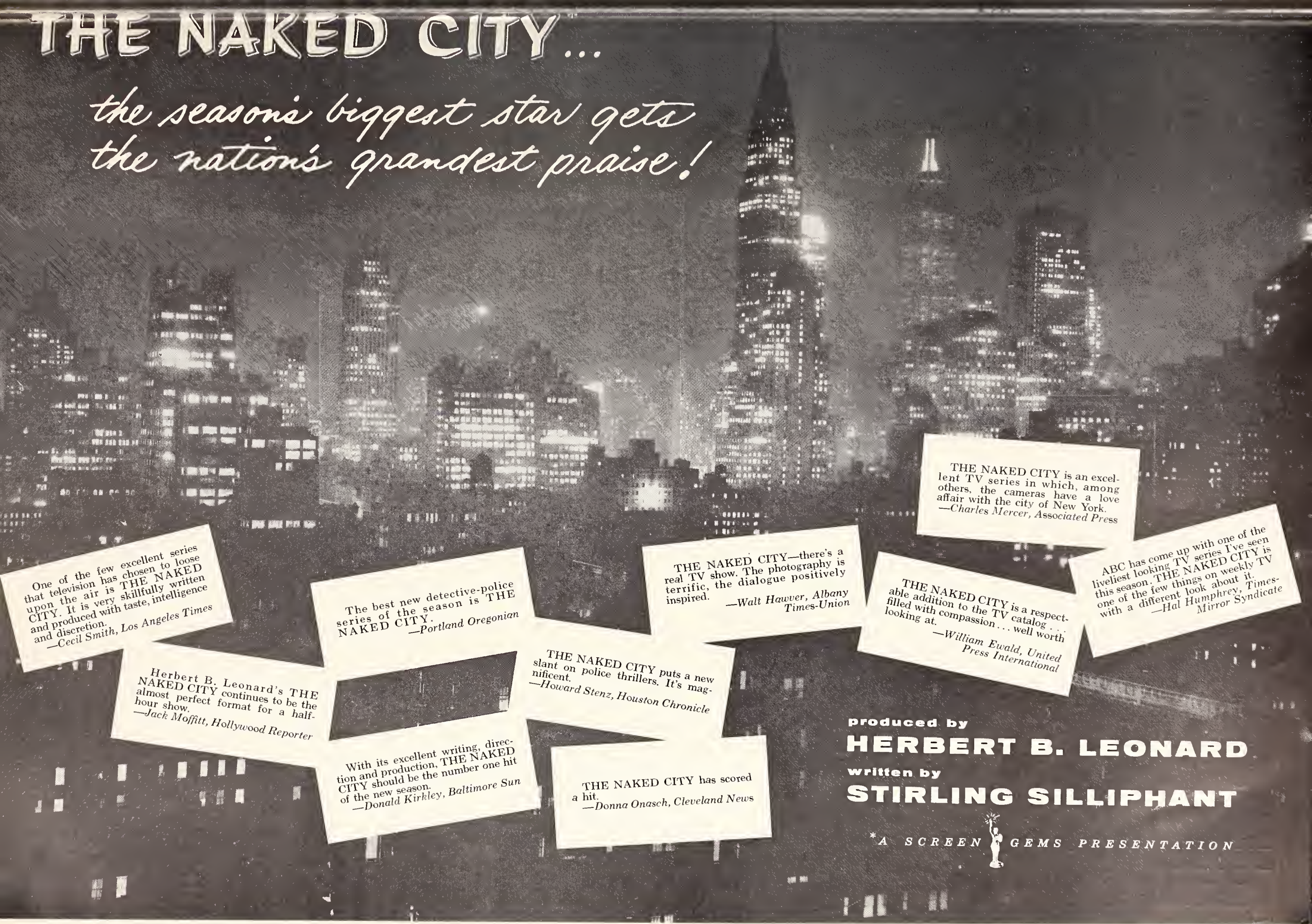
☐

The appointment of **David F** as manager of sales presentations the CBS Television Network, ef tive immediately, was announced **George Bristol,** operations directo advertising and sales promotion. the same time, Bristol annou the appointment of **Leonard Broo** manager, program promotion, York. Fuchs will report to **Riel Golden,** director of sales prese tions, and Broom will report to **Kennedy,** director of program motion.

AWRT Convention Set Here April 30

The eighth annual conventio American Women in Radio and T vision Inc. will be held at the dorf-Astoria Hotel here Thursday, ril 30 through Sunday, May 3, according to president Nena B noch, director of radio and telev for the National Society for Crip Children and Adults. Chairman the convention will be Doris Cor supervisor of public affairs prog for the National Broadcasting C pany.

During various panel sessions meetings the AWRT convention hear approximately 25 top radio television industry executives di ing the convention theme: Changing Industry." Expected tend the four day gathering are than 900 women representing all of radio and TV.



THE NAKED CITY...

the season's biggest star gets the nation's grandest praise!

One of the few excellent series that television has chosen to loose upon the air is THE NAKED CITY. It is very skillfully written and produced with taste, intelligence and discretion.
—*Cecil Smith, Los Angeles Times*

Herbert B. Leonard's THE NAKED CITY continues to be the almost perfect format for a half-hour show.
—*Jack Moffitt, Hollywood Reporter*

The best new detective-police series of the season is THE NAKED CITY.
—*Portland Oregonian*

With its excellent writing, direction and production, THE NAKED CITY should be the number one hit of the new season.
—*Donald Kirkley, Baltimore Sun*

THE NAKED CITY puts a new slant on police thrillers. It's magnificent.
—*Howard Stenz, Houston Chronicle*

THE NAKED CITY has scored a hit.
—*Donna Onasch, Cleveland News*

THE NAKED CITY—there's a real TV show. The photography is terrific, the dialogue positively inspired.
—*Walt Hawver, Albany Times-Union*

THE NAKED CITY is an excellent TV series in which, among others, the cameras have a love affair with the city of New York.
—*Charles Mercer, Associated Press*

THE NAKED CITY is a respectable addition to the TV catalog . . . filled with compassion . . . well worth looking at.
—*William Ewald, United Press International*

ABC has come up with one of the liveliest looking TV series I've seen this season. THE NAKED CITY is one of the few things on weekly TV with a different look about it.
—*Hal Humphrey, Times-Mirror Syndicate*

produced by
HERBERT B. LEONARD
written by
STIRLING SILLIPHANT

**A SCREEN GEMS PRESENTATION*

THREE STOOGES BACK BIG IN BIG BUSINESS

THEY'RE RED HOT RIGHT NOW!

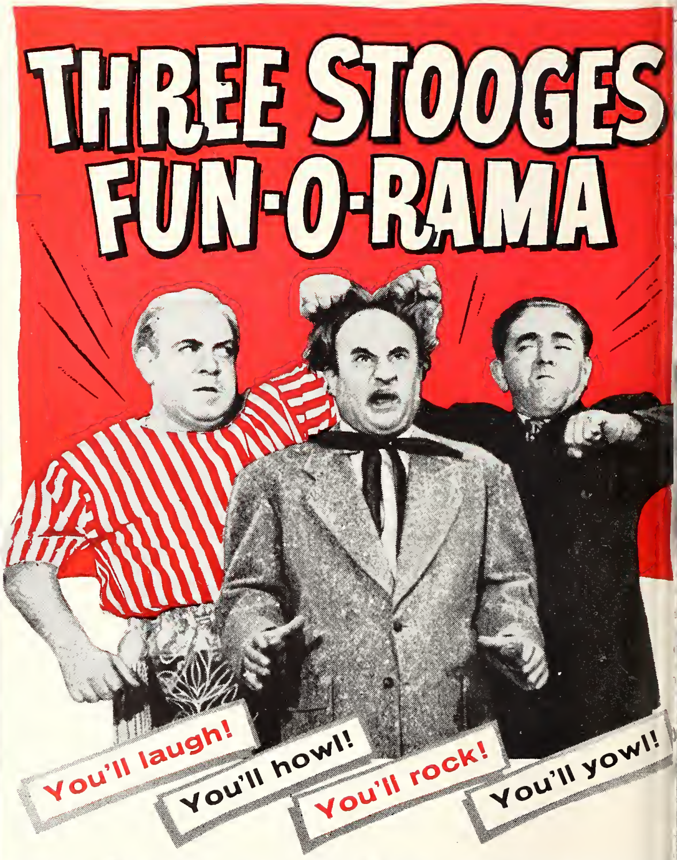
CASH IN ON THEIR TREMENDOUS RENEWED POPULARITY WITH THIS

FEATURE LENGTH LAUGH TREAT!

Use this Big-Picture Campaign to help make them the big BOX-OFFICE-PLUS they can be for you!

1. Feature Title Leader
2. Feature Trailer
3. **This One Sheet**
4. TV Telops
5. Pressbook
6. Stills
7. Advertising Mats

SPECIAL FEATURE LENGTH LAUGH TREAT


THREE STOOGES FUN-O-RAMA
You'll laugh!
You'll howl!
You'll rock!
You'll yowl!

THE TALK OF SHOW BUSINESS

A Columbia Pictures Presentation

IN RELEASE NOW...TEN NEW "THREE STOOGES" SOCKBUSTER

TRIPLE CROSSED • FIFI BLOWS HER TOP • OIL'S WELL THAT ENDS WELL
QUIZ WHIZ • FLYING SAUCER DAFFY • HORSING AROUND • SWEET AND HOT
RUSTY ROMEOS • PIES AND GUYS • OUTER SPACE JITTERS

CONTACT YOUR Columbia EXCHANGE...NOW!

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

85, NO. 49 NEW YORK, U.S.A., MONDAY, MARCH 16, 1959 TEN CENTS

o Promised

3-PT Attacks
st Quarter
'phan Period

an Reports on Films
iew to Year End

rts to obtain strong releases for rphan period" from Labor Day istmas—a period of more serious product shortage in the theatres than any other—are being made by Leonard Goldenson, American Broadcasting-Paramount Theatres president, and Edward L. Hyman, vice-president, the latter disclosed at a press luncheon at AB-PT arters on Friday.

d L. Hyman

the past three years Goldenson man have been urging distrib- o adopt a system of orderly

(Continued on page 8)

ios Study Plan
'New Faces' Pool

r studios are studying a plan their "new faces" in order to proper roles for the individual of the most promising and hem to the fore quicker, Ed- . Hyman, American Broadcast- amount Theatres vice-president ck from a two weeks studio id on Friday.

d with the problem of finding

(Continued on page 2)

ers Guild Cites 5
Best Screenplays

rom THE DAILY Bureau

LYWOOD, March 15. — Some filmdom's top stars romped a giant stage show honoring hors of the best-written Amer- reenplays for 1958, at the Writers Guild's 11th annual

(Continued on page 2)

COLUMBIA PICTURES
welcomes

JAMES CARRERAS

ANTHONY HINDS

MICHAEL CARRERAS

to the U.S.A.
and looks forward to our new
HAMMER PRODUCTIONS

(ADVT)

Good Comedies Are Hard to Make: Capra

By VINCENT CANBY

Why aren't there more comedies being produced today?

Frank Capra, producer-director of United Artists' forthcoming "A Hole in the Head" and creator of some of the classic film comedies of all time, says that audiences are "certainly not less responsive to comedy today" than in years back. If anything, he says, audiences are sharper. But, he adds,

(Continued on page 8)

'Anne Frank Week' Begins Here Today

More than two years of advance promotion will be climaxed beginning today when 20th Century-Fox begins a week of activities on behalf of George Stevens' "The Diary of Anne Frank." All the film company's resources and manpower will be placed behind "Anne Frank" week in New York, climaxing in the world premiere of the CinemaScope film at the RKO Palace, Wednesday night.

Special showings for the press to-

(Continued on page 8)

REVIEW:

Gidget

Columbia—CinemaScope

UNDER THE ODD and mystifying title of "Gidget," Columbia has concocted a gay and amusing comedy about an adolescent girl's first encounter with romance. And "concocted" is precisely the word, for if ever a picture was tailor-made for a special audience "Gidget" is It.

That audience is, of course, the one under 20 years of age and also the one under 30, which groups together are said to comprise the great majority of movie patronage today. "Gidget" introduces characters and

(Continued on page 8)

Far East Report

Waning Red Prestige Aids Films In Asia

Johnston Sees Admission Ceilings Major Problem

Communism's sun, at this time at least, is setting in many areas of the Far East, while friendship for America increases and with it the demand for American films becomes greater.

Eric Johnston

This was one of the observations made by Eric Johnston, Motion Picture Export Ass'n. president, at a press conference at the MPEA offices here on Friday. Johnston was in New York from Washington to report to the MPEA board on

(Continued on page 3)

Taylor in Charge of Par. Mid-West Division

Alfred R. Taylor has been put in charge of Paramount's Mid-Western Division, replacing J. H. Stevens, division manager, who has taken an extended leave of absence, Sidney G. Deneau, vice-president of Paramount Film Distributing Corp., announced at the weekend here. Taylor has been

(Continued on page 8)

Brotherhood Week Set Here March 29-April 4

Easter Week, March 29-April 4, has been set aside by exhibitors of Greater New York for observance of Brotherhood Week, according to a joint announcement made over the weekend by area distributor chairman Lou Allerhand, New York branch manager for MGM. Selection of the holiday period is in accordance with the policy fixed by national industry chairman Alex Harrison whereby lo-

(Continued on page 2)

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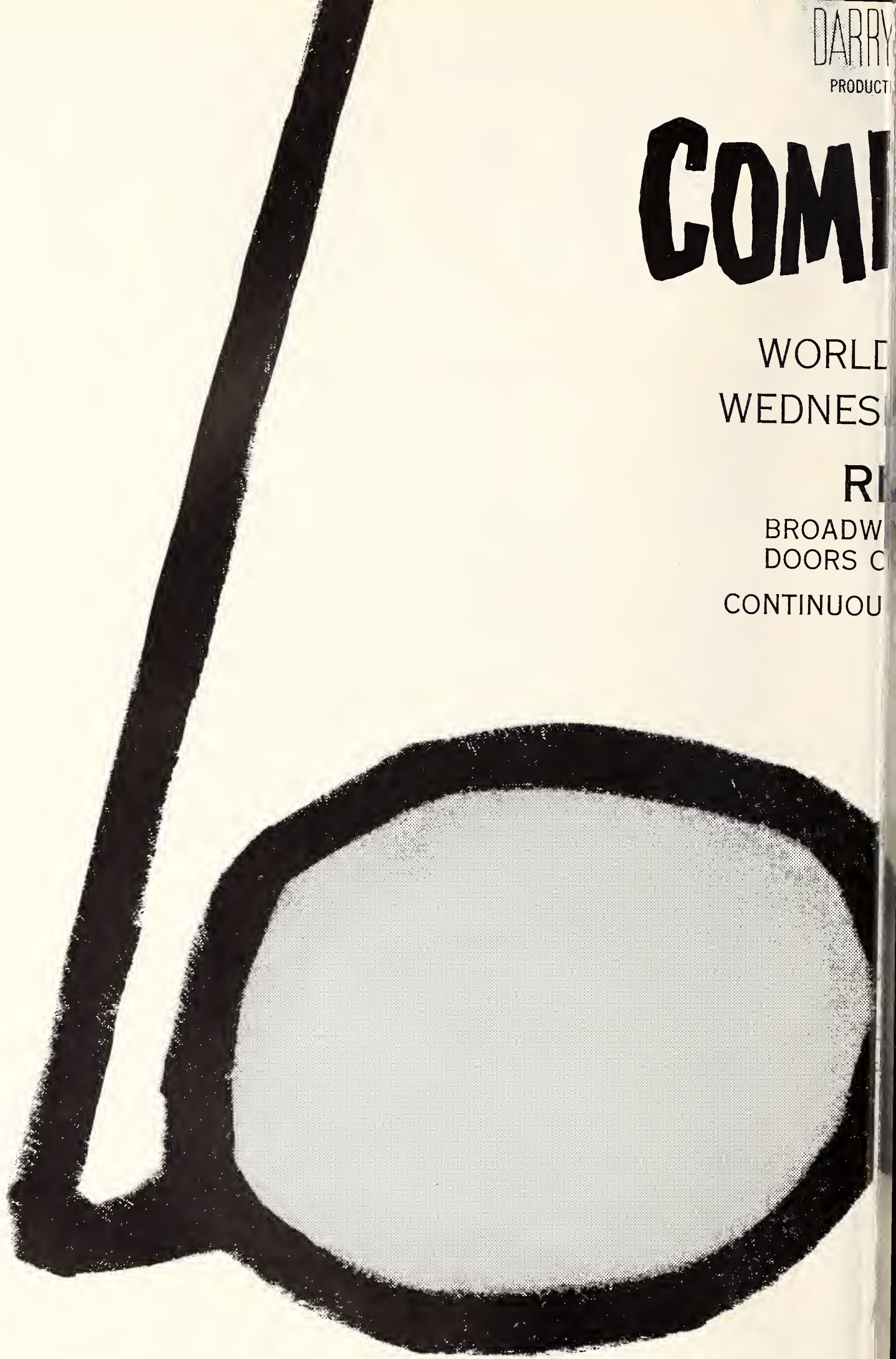

CinemaScope
IN THE WONDER OF STEREOPHONIC SOUND

CO-STARRING
E.G. MARSHALL · M

ONE GREAT EVEN

RODGERS AND HAMMERSTEIN'S
SOUTH PACIFIC

THE RIVOLI THEATRE IS PROUD TO
LONG-AWAITED PRODUCTION OF "COM
THE YEAR-PLUS NEW YORK ENGAGE
HAVE ALREADY BEEN SAID ABOUT "
BE SAID... IT WILL BE SAID BY YOU.

PERSONAL MENTION

ROBERT S. FERGUSON, Columbia Pictures director of advertising-publicity, will leave New York today for Dallas.

•

Murray Silverstone, president of 20th Century-Fox International, returned to New York yesterday from London via B.O.A.C.

•

Eric Johnston, president of the Motion Picture Association of America, and Kenneth Clark, vice-president, returned to Washington at the weekend from New York.

•

Dave Bader, Atlantic Television vice-president in charge of sales, is in Chicago from New York.

•

Jesse Chinich, Buena Vista Western division manager, will leave New York tomorrow for Kansas City and Denver.

•

Lillian Edell Belson, secretary to Charles Einfeld, vice-president of 20th Century-Fox, has returned from a two-week Caribbean cruise.

•

Fred Zinnemann, director, left New York yesterday for London via B.O.A.C.

•

Walter Shenson, British producer, will arrive in New York today from London.

•

Evelyn Muldow, secretary to Meyer Hutner, Warner Brothers national publicity manager, has left New York for a vacation in Miami Beach.

•

Joshua Logan, producer-director, and his associate, Ben Kadish, have returned to New York from France.

Cardinal Backs Film

BOSTON, March 15—Richard Cardinal Cushing, Archbishop of Boston, is sponsoring the U.S. premiere of the film, "Embezzled Heaven," at the Kenmore Theatre here on March 30, it was announced at the weekend by the Archdiocesan News Bureau of Boston. The film was made in color in Vienna and Rome. Proceeds from the premiere will be for the benefit of the Cardinal's April pilgrimage to Lourdes with 70 mentally and physically retarded children.

Studios Study

(*Continued from page* 1)

roles that fit each studio's "new faces" in an era of numerically declining production, the studios have come up with the plan to interchange the potential stars whenever a suitable role is open, Hyman said.

Sees Publicity Continuous

"In this way," he pointed out, "there would be no lull in the build-up of a new face, since the roles would be more constant, the new face more continuously in the public eye, and publicity and other build-up for the new talent would be continuous, with every participating studio, rather than the home lot only, contributing."

He strongly recommended that the new faces pooling plan be put into effect, contending that it would solve many of production's most urgent problems and would assure theatres of a continuing flow of quality product.

No More 'Who's in It?'

Hyman said in consideration for furthering the plan, he had promised producers that exhibitors would be induced to stop asking, "Who's in it?" when new pictures with new talent are mentioned.

Youngstein Chairman Of Film 'Tony' Unit

Max E. Youngstein, United Artists vice-president, has been named chairman of the motion picture committee for the Antoinette Perry "Tony" Awards Dinner, it was announced by Mrs. Helen Menken, president of the American Theatre Wing. Sponsored by the Wing, the "Tony" Awards Dinner will be held on the evening of April 12, in the Grand Ball Room of the Waldorf-Astoria Hotel. The annual awards presentation is for achievement in the theatrical arts in the legitimate theatre.

Brotherhood Week

(*Continued from page* 1)

cal area chairmen would determine the dates when Brotherhood Week could be most advantageously observed in theatres in their territories.

However, the Easter Week observance will actually be the second exhibition drive to promote funds for the Brotherhood movement in the Greater New York area. RKO, Skouras, Randforce and Fabian circuits and the Paramount theatre in New York held their Brotherhood audience collections during the week of February 15-21.

Blau Promoted to Col. Publicity Assistant

The promotion of Martin Blau to the post of assistant publicity manager of Columbia Pictures was announced at the weekend by Robert S. Ferguson, director of advertising and publicity. Blau will aid publicity manager Hortense Schorr in supervising an expanded home office publicity staff and in maintaining liaison with publicity units in Hollywood and overseas production centers.

Martin Blau

Blau has been with Columbia for eight years, the last four as trade press contact and news writer. Prior to joining Columbia he had worked on daily newspapers in Ohio, Texas and West Virginia.

Ferguson also announced that Isidore (Bud) Rosenthal, who has resigned as associate editor of The Independent Film Journal, will join the Columbia publicity department on March 30.

Hammer Executives Have Arrived Here

The three top executives of Hammer Film Productions, James Carreras, Anthony Hinds and Michael Carreras, have arrived here to deliver five new pictures—one to Columbia, one to Paramount, one to Universal and two to United Artists. These pictures, other than the one to Columbia, represent a backlog of commitments made by Hammer prior to their new long-term deal with Columbia, under which they will make five pictures a year for that company during the next five years.

A highlight of the Hammer Film executives' ten day stay in New York will be an industry-wide cocktail reception at the Hampshire House tomorrow afternoon. Attending will be top executives of the industry. A press conference is slated for tomorrow morning at Hampshire House.

Adler Coming Here

Buddy Adler, 20th Century-Fox studio production head, is due here today to attend the company's national sales convention at the home office. Adler will address the meeting tomorrow to outline upcoming product.

SWG Citatio

(*Continued from page* 1)

awards dinner held Friday at Moulin Rouge here.

Included among the stars t part in the special skits writte them by members of the w guild were: Eddie Albert, Tony tis, Sally Forrest, Johnny Grant, lyn Jones, Janet Leigh, Shirley Laine, Jayne Mansfield, Mary Carthy, David Niven, Jane Po Tony Randall, Barry Sullivan, E Stewart, Jesse White, Peter Ustir Gig Young.

The winning screenplay autho voted by their fellow writers,

¶ S. N. Behrman and G Froeschel, for the best written A ican comedy, "Me and the Colo by Franz Werfel; American pla S. N. Behrman.

¶ Nathan E. Douglas and H Jacob Smith for the best written A ican drama, "The Defiant Ones

¶ Alan Jay Lerner for the written American musical, " from the novel by Colette.

Laurel Award Presented

Winner of the Laurel Award, annually to the writer who, ove years, has contributed most to literature of the screen, was Nun Johnson, it was announced by Englund, president of the screen ers group.

Decca '58 Net Inco Listed at $2,776,38

Decca Records, Inc. and su iaries for 1958 had net incom $2,776,382, which includes in attributable to the undistributed ings of Universal Pictures, Milto Rackmil, president, reported at weekend in the company's annu port. This was equal to $1.82 share on the 1,527,401 share capital stock outstanding at the of the year.

For 1957 Decca reported ne come of $3,972,514 or $2.48 per on 1,602,501 shares then outstan

Rackmil said that although Un sal reported a loss for its fiscal ended November 1, 1958, its o tions for the calendar year 195 sulted in a net profit due to the of its studio properties for $11, 000. Universal realized a net after taxes of $3,676,510 from transaction, negotiations for were completed in December, 1

On February 28, 1959 D owned 777,985 shares, or 84.1 cent of the common stock of Un sal, representing 80.5 per cent o voting stock.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

40 Exhibitors Already art 'Oscar' Promotion

Pledges of exhibitor participation the Academy Awards telecast aldy have been received from 240 hibitors in 27 states, Charles E. Carthy, COMPO information ditor, said at the weekend. Thouds of exhibitors are still to be rd from he said, because delivery the press books, with pledges athed, was only started a few days . All exhibitors were urged to d in their pledges promptly.

ltimore Tent Wins riety Competition

The efforts of the Baltimore tent in licizing Variety International ek and its humanitarian achievents were judged best among the 46 s of the showman's organization, ording to International Chief Bark- George Eby. The campaign of the nphis, Tennessee unit was voted nd best, with Dublin, Ireland; adelphia, Minneapolis, Washing- D. C. and Detroit following.

Members of the winning tent have d the first prize, a round trip to ety's annual convention in Las as, to Aaron Seidler of the New ert Theatre of Baltimore. Seidler, rmer chief barker of the Baltimore , served as press guy and coordir of the Variety Week campaign.

Entries Carefully Judged

ampaigns submitted were judged by Variety officials as well as ous specialists in the advertising public relations field, Eby stated. e also said he was "enormously tened by the outstanding efforts ll tents during the first annual oration of Variety Week, as well r the cooperation extended to Va- by all media, and especially the on picture trade press."

p. Granahan Defends n on 'Maja' Ads

From THE DAILY Bureau

ASHINGTON, March 15. – The man of a House Post Office Subnittee has strongly defended the Office Department's ban on paper advertisements containing 's "Naked Maja" painting.

p. Kathryn E. Granahan (D., said she not only agreed with Department's ruling but would action to strengthen the Depart- 's authority if it should lose the nt court case brought against it nited Artists.

e film company has sued to en- he Department from continuing force a ban on newspapers carry- opies of an ad containing a re- ction of Goya's painting, being to publicize the U.A. film of the name.

Johnston Sees U.S. Films Stronger in Asia

(*Continued from page* 1)

his recent five weeks trip to the Far East.

The main problem of the industry in that area, he said, is the prevalence of low admission prices established by law. For example, in Indonesia the top admission charge permitted is about five cents in U.S. currency, of which the government takes one-third, with the American distributor getting between one and one and three-quarters cents per admission, and the balance going to the exhibitor.

Took Out $600,000

Despite the price restriction and poor economic conditions prevailing in Indonesia, American film companies were able to take $600,000 out of the country last year, Johnston said.

Other problems, apart from low admission ceilings, include local taxes, import quotas, censorship and the like. All of these, he said, he discussed with top government officials in the countries visited, which included Japan, Formosa, Hong Kong, Malaya, Singapore and Thailand, in addition to Indonesia.

"The high tide of Communism is receding everywhere in that area, except Cambodia," Johnston reported. It could be temporary. It might swing in the other direction later. But now it augurs well for U.S. policies in the area and for our industry there.

"American pictures are in great demand. They are very popular. If we can get a reasonable admission price our major problem would be solved."

Film import quotas are lesser problems, in some countries of the Far East local censorship keeps out more American films than import quotas do. Complaints of violence and crime in American films are increasing, Johnston reported. Indonesia, he said, rejected 65 American pictures—36 from one company—in the current fiscal year to date for objectionable content.

"I see no reason to send such pictures over there, knowing they'll be rejected," he commented.

Johnston spoke optimistically of the new film agreement being negotiated with Japan, saying he expected it would be at least as favorable as the old agreement under which American companies earned between $12 and $13 millions last year. The new agreement, scheduled to become effective April 1 will resolve the problem of prints, among other things. Distributors are allowed 15 prints per picture if they are made in Japan, 12 if not.

May Import Film Men

In reply to a question, Johnston said there have been discussions with the U.S. State Dep't. and officials of Far Eastern countries on the subject of bringing native film men to Hollywood for training in technical work, but nothing definite has evolved yet.

Time prevented his visiting India and other countries in that area but he expects to do so later in the year, he said.

Replying to another question he said it is the "consensus of the industry" that the classifying of films for adults and children has proved unsatisfactory in practice in those countries where classification is required by law.

Johnston Suggests More U.S. Showcases Abroad

Investment of a part of distribution company earnings in the building of new theatres in Far Eastern countries in conjunction with nationals was suggested by Eric Johnston, Motion Picture Export Assn. president, at a press conference here on Friday.

"There are insufficient theatres in most areas, particularly India and Indonesia," he said. "Such investments would ease the problem and give distributors advantageous showcases."

CBS Plans Strong Fight In the Lars Daly Case

Special to THE DAILY

CHICAGO, March 15—CBS intends to make a strong fight against the ruling of the Federal Communications Commission in the Lars Daly case, Dr. Frank Stanton, president of CBS, told the fifth general conference of the CBS Television Network affiliates here at the weekend. In the decision the FCC applied Section 315 of the FCC Act to regularly scheduled news broadcasts which previously had been considered free of such restraints. Stanton told the delegates the problem is "most urgent."

Seek Quick Agreement On ASCAP Trust Decree

WASHINGTON, March 15. – Justice Department officials hope to reach agreement on a strengthened ASCAP antitrust decree by the end of the month.

Department officials and ASCAP representatives will begin tomorrow continuous negotiating sessions here until an agreement is reached. Department officials said they would meet all day, every day, with final agreement hoped for some time next week.

The group is seeking changes to end charges that the present ASCAP setup discriminates against small members.

Johnston Lauds Staff For Censorship Battle

High praise was given members of his staff by Eric Johnston for their work in opposing censorship legislation.

Asked by a reporter at his Friday press conference here for comment on criticism that leadership was wanting in fighting censorship and other anti-industry measure, Johnston declared:

Cites Three Specifically

"I don't know what criticism you're referring to, but say our people, Manning Clagett, Mrs. Margaret Twyman and Kenneth Clark, have done a fantastically good job on legislation of all kinds. No censor law has been passed since I took MPAA office but several have been removed. Incidentally, some of our member companies were opposed to fighting some state censor laws and cases."

Md. Senate Committee Okays Film 'Class' Bill

Special to THE DAILY

ANNAPOLIS, March 15. – The Senate Judiciary Committee of the Maryland Legislature has approved a film classification bill.

The bill, okayed by a 7 to 4 vote and slated for floor action this week, would give the state film censor authority to classify films as suitable or unsuitable for children between the ages of 6 and 16.

Film Censorship Bill Introduced in Nevada

From THE DAILY Bureau

WASHINGTON, March 15—A film censorship bill has unexpectedly been introduced in the Nevada State Legislature, the fifth state to have such legislation pending.

The bill is modeled on one declared unconstitutional recently by the Ohio Supreme Court, setting up a film censorship board with broad powers to approve or reject films.

Other Bills Pending

Bills were previously pending in New York, Ohio, Pennsylvania, and Maryland. Bills are also expected shortly in West Virginia, Florida and Wisconsin. A television censorship bill is pending in New York and a radio-television censorship bill in Minnesota.

To Attend Ceremony

France Nuyen, Ray Walston and Juanita Hall, three of the stars of "South Pacific," and George P. Skouras, and Joseph M. Sugar, president and vice-president, respectively, of Magna, distributors of the film, will attend the ceremonies Thursday at the Rivoli Theatre marking the first anniversary of the picture's opening on Broadway.

The Broadway Association, headed by Frederick A. Wyckoff, will also participate.

OLLOWS ANOTHER!

Darryl F. Zanuck Productions, Inc. presents
COMPULSION

NCE AS ITS NEXT ATTRACTION THE
N" A NOTEWORTHY EVENT TO FOLLOW
OF "SOUTH PACIFIC". MANY THINGS
LSION"...MUCH MORE REMAINS TO

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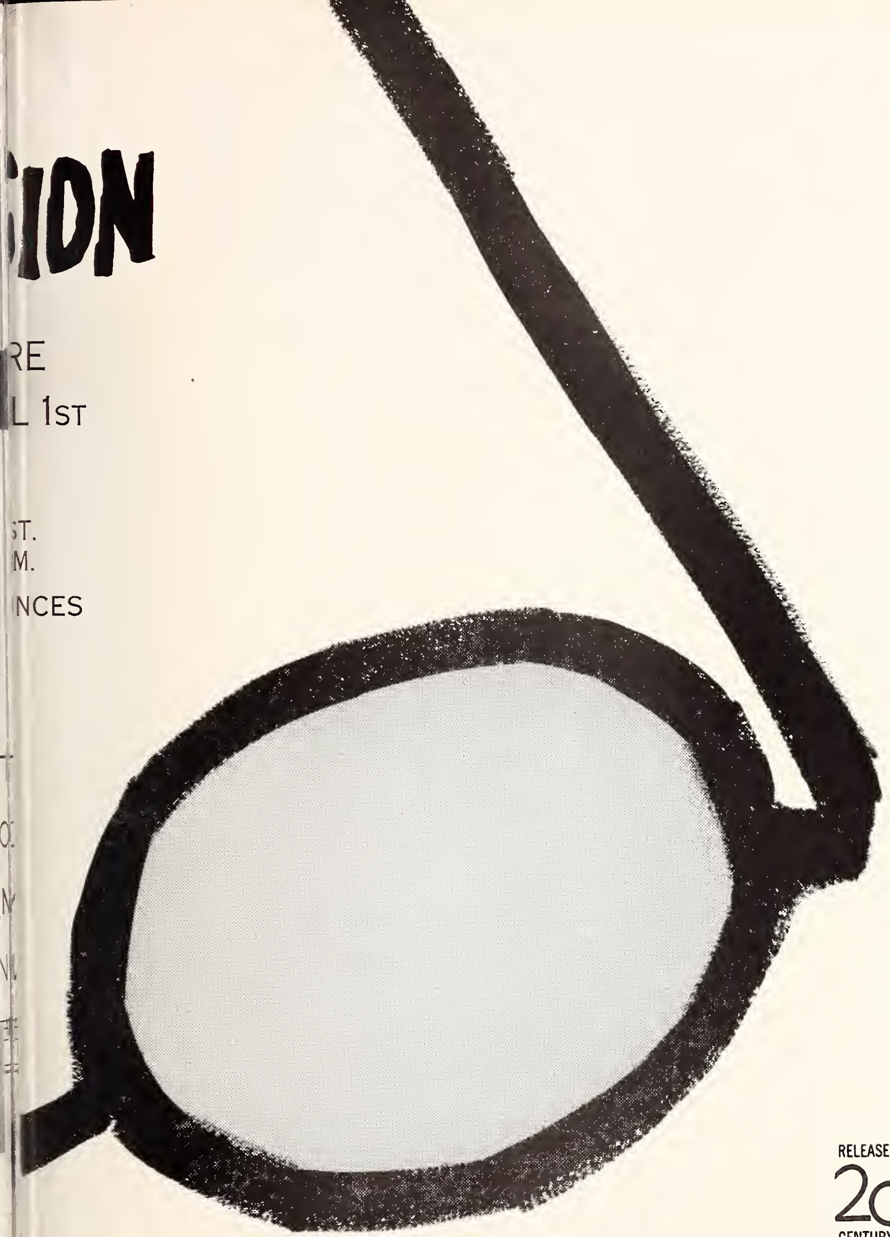

RELEASED BY
20th
CENTURY-FOX

WELLES · DIANE VARSI · DEAN STOCKWELL · BRADFORD DILLMAN

ICED BY	DIRECTED BY	SCREENPLAY BY	BASED ON THE NOVEL BY
CHARD D. ZANUCK ·	RICHARD FLEISCHER ·	RICHARD MURPHY ·	MEYER LEVIN

Good Comedies

(*Continued from page* 1)

"good comedies are hard to make. Also, it's difficult to raise money for them. They never look as good on paper as they do on film."

Capra made these remarks here at Sardi's Friday in the course of a luncheon with the trade press. The director of such past hits as "Mr. Deeds Goes to Town," "Mr. Smith Goes to Washington" and "You Can't Take It With You," denied that the social-political climate in the country today precluded the production of the kind of comedies he made in the 30's and 40's. Although he hasn't made a film since 1951, he hasn't been idle. He described as a "labor of love" the four science films he has made in recent years for TV sponsorship by the Bell Telephone Company. Each took a year to make.

Tape Recorder in Audience

Highly enthusiastic about his new film, which stars Frank Sinatra, Capra has been studying preview reaction to the picture by a rather unique method. He has a tape recording made of theatre audience response, which he then uses as a guide to cutting, editing and "pointing" of the final version of the picture.

By studying the preview cards of past films, whose box office records are known, he also has found that when a film gets a very good to excellent audience preview rating, that rating is invariably reflected in the business done. The preview response on "Hole in the Head" has been "terrific," he said. The film is for July release.

'Anne Frank Week'

(*Continued from page* 1)

day and Tuesday afternoon and a black-tie invitational premiere on Tuesday evening will precede the gala charity debut for the benefit of The American Association for the United Nations. Over the weekend, producer-director George Stevens, star Millie Perkins and members of the cast—Joseph Schildkraut, Ed Wynn and Shelley Winters arrived in New York for the opening. The stars and Stevens have a full schedule of publicity interviews—radio, television, newspapers, magazines, wire services—set up for them, and as schedules now stand, at least one member of the "Anne Frank" company will be at work pre-selling the production every minute of each working day.

Douglas Fairbanks, Jr., chairman of the benefit committee for the Wednesday evening premiere will act as host at the Palace for the festivities. The nation's three major radio-television networks—NBC, CBS and ABC—are all covering the "Anne Frank" debut.

William Hamilton

William Hamilton, husband of Marie Hamilton, film estimates director of the Motion Picture Association of America, died here at Knickerbocker Hospital on March 11.

Gidget

CONTINUED FROM PAGE 1

situations in the world of the modern teenager with which the former group especially can identify. Stirrings of romantic impulses, problems of dating, coping with parents, acquiring prestige with one's fellows are some of the issues that crop up here. Such things are treated within the bounds of reality, too, and yet the approach is light-hearted throughout. No slushy sentimentality is allowed to intrude.

Along with the story are such other attractions for young filmgoers as some good looking youngsters of their own generation in the leading roles. Starred are Sandra Dee and James Darren, both of whom are being groomed for stardom, and Cliff Robertson represents the "older" or 30-ish set which is envied for its sophistication.

Then there is popular music—three new tunes, all of which sound like potential hit parade material. Darren sings two of them—the title song and "There's No Such Thing." The third, "Cinderella," is performed by the Four Preps.

In addition the picture capitalizes on the teenage craze for surf board riding, and the camera captures several stunning shots—in CinemaScope and Eastman color—of riders skimming along the tops of waves. The excitement of a beach picnic or "luau" is also depicted in another scene.

There is lots of slang talk, too, with the word "gidget" itself explained as a contraction of "girl" and "midget" to define a young girl who is petite.

All this is shrewdly incorporated into a story about a "gidget" who thinks she is "different" because she doesn't like boys and is suddenly smitten with one she meets on the beach during summer vacation. To attract his attention she learns surfboarding the hard way and becomes a "mascot" to the boys who form his surf riding club. None of this works, so the young heroine tries the oldest female trick of all; she seeks to make the object of her affections jealous by flirting with his best friend, an "older" man of 30 who is a professional beachcomber and the leader of the surf board club. In the end "Gidget" not only wins her fellow but convinces the older one to go out and get himself a job.

As "GIDGET" Miss Dee is pert and pretty and Paul Wendkos, the director, has not let her displays of girlish enthusiasm get out of hand as they easily could have. She is particularly funny in an innocuous seduction scene with Robertson as the 30-ish man; her pained look as he bends down to kiss her is something to see. Darren plays her boy friend in a blithe and breezy way, but Robertson is somewhat hard put to make the strange beachcomber credible. Arthur O'Connell and Mary LaRoche do well as Miss Dee's bewildered parents who try to be understanding and Jo Morrow, a newcomer to the screen, is a red-headed girl friend of the heroine.

The screenplay of "Gidget" was written by Gabrielle Upton from the book by Frederick Kohner. Lewis J. Rachmil produced.

With the picture aimed at the teenager Columbia is making the most of its potentiality with an extraordinary campaign aimed directly at that market. The current teen idol, Dick Clark, has officially "endorsed" the film, and the company is playing that up in all phases of the publicity. Shown at the trade screening of "Gidget" were several trailers (both theatre and TV) and newspaper ads all effectively employing Clark as well as conveying the theme and appeal of the picture in a stimulating way. Columbia is offering the exhibitor several items free of charge, including at "teaser" trailer and records both for lobby promotion and radio spots.

Running time, 95 minutes. General classification. Release, in April.

RICHARD GERTNER

Taylor in Charge

(*Continued from page* 1)

Paramount's Los Angeles branch manager.

The Mid-Western Division is headquartered in Chicago.

Taylor, who joined Paramount in 1924 in the San Francisco branch, was successively a booker, advertising sales manager, salesman and special representative for the company before becoming branch manager in Omaha in 1941, in Indianapolis in 1942 and in Los Angeles in 1945.

Herman Levy Named AA Advertising Mgr.

Sanford Abrahams, Allied Artists director of advertising and publicity announced here at the weekend the appointment of Herman Levy as advertising manager, a post Abrahams formerly held, effective April 1. Levy, now head of the Universal-International advertising department at the studio, terminates a 14-year association with Universal to step into his new position.

Abrahams also announced plans for increased advertising-promotion ity to keep pace with the comp production schedule. Abrahams arrived here from the West coa the opening of "Al Capone" a Victoria Theatre on March 25.

AB-PT Attacl

(*Continued from page* 1)

distribution to avoid bunchin strong releases on major holidays in the summer months, leaving periods almost without major at tions.

Hyman reported that conside progress has been made toward zation of orderly distribution most of the year but that of lat last quarter of the calendar yea become increasingly an orphan re period.

Pointing out that Warners' "G and MGM's "Cat on a Hot Tin I were released during the last qu of the year and did "fabulous ness," Hyman observed "This w certainly indicate that there is no wrong about the September to cember period that a blockbuster not cure."

Outlines 'Blockbuster' Plan

Accordingly, he said, every d bution company has been visitec requested to make a blockb available on but not before I Day which should run to October a second blockbuster in October w the larger situations could hold December when the year-end ho releases became available.

In return, Hyman said exhi should be willing to give prefer playing time and the best term such releases, and should hold ings in April and May to plan campaigns for them. The prom should continue through the last months of the year, he said, g the special releases "the greatest tom-built, tailor-made campaigns conceived on the local level." A circuits will hold such meetings.

The plan has been favorabl ceived by distributors, he rep and all have promised to cooper

Hyman, who recently returned two weeks in Hollywood during w he visited major studios and saw of the forthcoming attractions, enthusiastic about the productio release plans of the companies fo remainder of the year. He has prepared a new schedule listin product of 10 companies throug year end.

Emphasizes 'New Faces'

His Hollywood visit, he said, it clear that story values tran star or name values in turning ou cessful attractions today; that g use of new faces, and greater e tation of them by exhibitors as w studios, is essential, and that to erly merchandise the pictures e tors must not wait on industry ness-building projects that may materialize, but get out and buil ter business themselves. He cite recent AB-PT promotion campai Cedar Rapids, Ia., as an examp what individual exhibitors can

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 85, NO. 50 NEW YORK, U.S.A., TUESDAY, MARCH 17, 1959 TEN CENTS

'ective Mar. 28

opert Taking ver Rank's ilms Here

tish Company Makes cision 'With Regret'

ıe Rank Organization announced yesterday that Rank Film Distors of America will cease operaas of March 28. In a brief, 71- statement the move was attrib- to "difficulties existing in the in-y" and the announcement said decision was made "with regret." pert Films, Inc. is to take over continue the distribution of films ntly in release, including "A t to Remember," and a number ilms not yet put into release. ng the latter are three pictures duled recently by Rank for re- in April and May—"Verboten," h was produced by RKO; "Sea " and "Next to No Time." Some e Rank product will continue to istributed here by Universal as in

(*Continued on page 4*)

use Passes Bill ling Theatre Owners

From THE DAILY Bureau

ASHINGTON, March 16—The e passed and sent to the Senate to give major tax help to theatre rs and other self-employed per-

e bill, similar to one which d the House last year, will likely the Senate Finance Committee ome time. The Administration is much opposed to it, and Chair- Byrd (D., Va.) is concerned over evenue loss. However, the bill's ers are hopeful Byrd can be

(*Continued on page 7*)

et Today on 1959 A Campaign Here

p executives in the motion pic- and amusement field will meet nch today in the office of Barney an, president, Paramount Pic- where they will lay the ground- for the industry's United Jewish al drive this year. Officers and

(*Continued on page 7*)

Ohio Paper Says Code 'in Collapse'; Calls for Return to Its Standards

Special to THE DAILY

COLUMBUS, O., March 16.—The Columbus Dispatch has called in an editorial for the motion picture industry to "return voluntarily" to the "standards of responsibility and self-restraint that once were mandatory under the industry's own code." At the present time, the editorial states, "this once-effective self-regulatory program is in collapse."

The editorial takes issue with the current Compo ad in "Editor and Publisher" by asserting that the growing sentiment to censor films "cannot be properly equated with a desire to see basic freedoms curbed."

"We quite agree that sentiment to

(*Continued on page 6*)

Praught Appointed President of UDT

Special to THE DAILY

DETROIT, March 16—Woodrow R. Praught, vice-president of Tri-State Theatre Corp., Des Moines, has been named president of United Detroit Theatres and will arrive here Friday to take over the post. He succeeds the late Harold H. Brown, Jr.

Praught is to be introduced to the press here and hold a conference, for which Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, arrives next Monday. Hyman is expected to remain here all next week.

Two Appointed As Receivers for Jacobs

Federal Judge Sidney Sugarman has named Lazarus Joseph, former New York City Controller, and Milton S. Gould, attorney, as receivers of the F. L. Jacobs Company.

The decision came as the conclusion to a hearing in Federal District Court here yesterday, during which Hal Roach, Jr. asked for the appointment of three new directors to the board

(*Continued on page 4*)

Ohio Governor Is Against Theatre Tax

Special to THE DAILY

COLUMBUS, O., March 16.—Gov. Michael V. DiSalle told a press conference here that he intends to "work to delete" numerous services and facilities now included in the omnibus sales tax bill introduced in the

(*Continued on page 6*)

Six Decca Directors Up for Reelection

Election of six directors will be the principal business at the annual meeting of stockholders of Decca Records on April 14 at its offices here, according to a proxy statement issued

(*Continued on page 4*)

What Kind of Film Teenagers Want Is Goal of Experiment in Cleveland

Special to THE DAILY

CLEVELAND, March 16.—A unique experiment that would enable film producers to learn more about what kind and type of picture the teenager of today wants to see is about to be undertaken here. Participating are Adrian Awan, 20th Century-Fox area publicity representative; the Motion Picture Council of Greater Cleveland, and the Cleveland Board of Education.

The plan calls for appointing two review chairmen at each high school who will attend a private screening of pictures selected by a committee of three—a distributor, an educator, and a member of the Motion Picture Council. After the picture an open discussion will be held with a Council member as moderator. The discussion will be taped and sent in its entirety to the studio which produced the film.

In addition the students will write reviews for their high school papers, and each term there will be a contest to select the best one. A plaque will go to the winner and to his school. While the Board of Education has approved the program in principle, the high schools are allowed to decide individually whether or not they will participate. So far eight have approved the plan.

Have Option

Sponsorship Of '60 'Oscar' Show in Doubt

MPA Board to Make Decision After April 6

Industry leaders have given assurances to Academy of Motion Picture Arts & Sciences officials that a decision on exercising an option to telecast Academy Awards presentations in 1960 will be made promptly after this year's "Oscar" ceremonies on April 6.

The industry contracted to foot the bill for the national telecast in 1958 and 1959, and took an option on the telecast for 1960.

Whether or not the option will be exercised is uncertain at this time. As in every year, there are those who pay a share of the cost—estimated at $750,000 annually—who feel the tab is too much for the benefits received, and that the industry could put the money to better use in advertising and public relations, or that it would

(*Continued on page 7*)

'Time' Prime Factor in Film-Making: Stevens

By WARREN G. HARRIS

(Picture on Page 7)

According to producer-director George Stevens, who has just dedicated more than two years to preparing "The Diary of Anne Frank" for 20th Century-Fox release, the length of time spent in making a motion picture "determines the length of time it's around."

Citing the long-run engagements of

(*Continued on page 7*)

NT Extends offer in NTA Stock Exchange

From THE DAILY Bureau

LOS ANGELES, March 16. — National Theatres announced today that it has extended to April 6 the expiration date of its offer to acquire common stock and stock purchase warrants of National Telefilm Asso-

(*Continued on page 4*)

PERSONAL MENTION

LEO LAX, president of Leo Lax Films, has arrived in New York from Paris for conferences with officials of NTA International.

•

STEVE BROIDY, president of Allied Artists, will leave Hollywood today for New York.

•

HAROLD MIRISCH, president, and LEON ROTH, vice-president, of the Mirisch Co., have returned to Hollywood from New York.

•

ABE BERENSON, president of Allied Theatre Owners of the Gulf States, has left New Orleans for Rochester, Minn., where he will undergo a check-up at the Mayo Clinic.

•

J. E. HOBBS, branch manager for Allied Artists in Atlanta, has returned there from New Orleans.

•

CLARENCE ERICKSON, unit manager on Paramount's forthcoming "Olympia," will leave here today for London via B.O.A.C.

•

VERNON BURNS, vice-president of NTA International with headquarters in London, will arrive in New York today from Britain.

•

HAZEL MAC, of National Screen Service, Cleveland, has left there for a short stay in Martinsville, Ind.

•

RUTH TOUBMAN, executive secretary of Southwest Theatre Supply Co., New Orleans, will be married on May 10 at Touro Synagogue there to DR. LEON SEGAL, research chemist for the U. S. Department of Agriculture.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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Sees 'Real Danger' in Russian-U.S. Film Deal

From THE DAILY Bureau

WASHINGTON, March 16. – Rep. Stratton (D., N.Y.) said there was "a real danger" that the recent Russian-American film exchange agreement might "unwittingly" contribute to Soviet propaganda efforts.

Putting in the Congressional Record a resolution by the Schenectady American Legion post opposing the film exchange, Stratton said he felt the unit's stand "deserves the most serious consideration by those officials who have permitted this exchange program to take place." Stratton, a freshman, conceded the agreement was aimed at broader cultural understanding, but said he was afraid on the basis of the Soviet record in the past that they might use the program for their own ends.

Hearing April 30 in Keyser, Warner Suit

Special to THE DAILY

WILMINGTON, Del., March 16– Vice Chancellor William Marvel in the court of chancery today entered a stipulation in the case of Sara Keyser, plaintiff, against Jack L. Warner in which she seeks to block any moves on the part of Warner or the company to exercise any stock options which may be granted to him. It was agreed by all parties that a hearing would be held on Thursday, April 30, at 11 A.M. before the vice chancellor. Briefs of defendants in support of motions to be served are to be filed on or before March 27 and answering briefs on or before April 13 and reply briefs, if any, by defendants before April 27.

The motion of Benjamin Kalmenson, Herman Starr, Wolfe Cohen and Steve Trilling, filed for a dismissal, of the complaint by Sara Keyser, and order of substituted service on the grounds of lack of jurisdiction over person, or any of them, insufficiency of process and insufficiency of service of process was set down for hearing on April 30, at 11 A.M.

1500 Set to Attend 'Hercules' Luncheon

Some 1,500 motion picture executives and newspaper writers from 20 states and four countries will attend the luncheon on Friday in the Grand Ballroom of the Hotel Waldorf-Astoria to hear Joseph E. Levine announce plans for the exhibition of his new film "Hercules." Levine plans to spend more than $1,000,000 in one ten-day period to publicize the picture which will have coast-to-coast premieres in July. He has purchased 600 color prints, said to be the largest single print order ever processed by Pathe Laboratories.

'Black-Tie' Premieres of 'Anne Frank' Begin

"Blacktie only" will be the watchword for the dual premieres of George Stevens' "The Diary of Anne Frank" tonight and tomorrow night at the RKO Palace Theatre. Holders of tickets to the openings were cautioned that the Palace showings would be "strictly formal."

The affairs will be attended by motion picture industry and entertainment world celebrities tonight and by an international celebrity list tomorrow evening. The latter performance will benefit the American Association for the United Nations.

Companies Merge for ERA International Film

Special to THE DAILY

MINNEAPOLIS, March 16. – E. G. Weaver, president of Cambridge Productions, Inc., announced today the re-organization of this corporation and several other film production and recording units into a new firm to be known as ERA International Film and Recording Enterprises. Through these associated companies it will produce feature motion pictures, TV series and programs, commercials, newsreel films, travelogues, religious and educational films as well as phonograph records. Corporate offices will be maintained in Miami, business and purchasing offices here and production offices in New York, Hollywood, Miami, Minneapolis, Lima, Peru, and Munich, Germany.

Ten Associated Companies

Firms associated in this venture in addition to Cambridge, are Galaxie Films, GmbH., Pan American Productions, Trinity Hill Productions, Pentegon Films, Inc., Trans-World Newsreel Service, Ltd., Pan-Europa Film Gesellshaft, Crusader Records, CMP Records, and Electronic Research Laboratories.

Republic Meet Set

Four directors are to be elected at the annual meeting of stockholders of Republic Pictures to be held at Essex House here on April 7, according to a proxy statement released yesterday. The nominees are Victor M. Carter, Harry C. Mills, John J. O'Connell, and Theodore R. Black.

Kodak Wage Dividend

ROCHESTER, March 16.–A wage dividend of about $40,000,000 will be shared tomorrow by some 47,000 Eastman Kodak Co. employees throughout the United States. Eligible persons will receive $32.625 for each $1,000 they earned at Kodak during the five years 1954-58.

Mills, former ASCAP General Manager, Dea

From THE DAILY Bureau

LOS ANGELES, March 16.–Edwi Claude Mills, former general manag of the American Society of Composer Authors & Publishers, and a form member of the board of United Ar ists, died of a heart attack at h home on Friday night. He was 7 and is survived by his wife, Grace.

Mills joined Ascap in 1919 and w chairman of its administrative con mittee and later, general manager. H was prominent in Ascap's fight to ol tain fees from the broadcasting i dustry for the use on the air of th copyrighted works of the society members.

Had Been in Exhibition

He was also chairman of the Mus Publishers Protective Assn., and f a time was president of the Rad Music Co. Before joining Ascap l operated combination vaudeville a film houses in the Southwest and 1916 helped found the Vaudevil Managers Protective Assn.

He moved here from New Yo about 10 years ago and was ass ciated with local radio and televisi stations and was engaged in publ relations work.

Dana Opening Offices In D.C., Philadelphia

Special to THE DAILY

PITTSBURGH, March 16–Unit States Films, Inc., through its pre dent, P. T. Dana, today announc the opening of offices in Washingt and Philadelphia and the appointme of W. W. (Bill) Friedman as manag of the Washington office and Edwa Potash as manager of the Philad phia office. The main office of Unit States Films, where Dana headqua ters, is here.

At the same time, Dana announc the acquisition of an additional pi ture, "Cry From the Streets," for d tribution in the three territories.

Special 'Tempest' Ads For Paper TV Sections

Paramount's campaign to lure T audiences to theatres showing "Te pest" has been extended to inclu ads in the television sections of dai and Sunday newspapers in all pa of the country, it was announced the company yesterday.

These ads will be placed in co junction with local advertising ca paigns on the film, and will be addition to regular movie page a vertising. They will be similar to th ad which will be carried national in the March 21 issue of "TV Guide but will allow space for local theat and playdate.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edito Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

"GIGANTIS
THE FIRE MONSTER"
is coming in June from Warner Bros.

'Adults Only' Rating For 'Hot' in Memphis

Special to THE DAILY

MEMPHIS, March 16. – Memphis censors today looked at the United Artists' release "Some Like It Hot" and ordered a comic love scene between Marilyn Monroe and Tony Curtis be cut out. UA refused. Then the censors agreed for the picture to be shown for "adults only." It opens on that basis Thursday at Loew's Palace here.

Two Appointed

(*Continued from page 1*)

of the F. L. Jacobs Company. They would have replaced Joseph, Gould and William H. Timbers, former SEC general counsel.

Roach said that these three directors, who were named only last week in a court approved agreement between Jacobs and the SEC, were "not serving with an open mind," but were rather "brainwashed" by the SEC. He further charged that the trio refused to attend meetings called to make complete financial information on the Jacobs company available to them.

The three directors, in their plea for a receivership, complained that there was, on Jacobs' part, "a complete lack of adequate financial information upon which we as independent directors could make informed business judgments."

The Jacobs Company, Alexander L. Guterma, who headed the company until Feb. 13; Robert J. Eveleigh, former Jacobs official and two companies reportedly Jacobs subsidiaries have been named in a criminal indictment by a Federal grand jury on 21 counts, including the specific charge that they conspired to defraud the United States "by impeding, impairing, obstructing and attempting to defeat the lawful functions of the Securities and Exchange Commission" by failing to file financial reports of the Jacobs Co. as required by law.

NT Extends

(*Continued from page 1*)

ciates. The exchange offer, made on Feb. 16, offers $11 principal amount of the 5½ per cent debentures due March 1, 1974 of National Theatres, and a warrant for the purchase of one-quarter of a share of National Theatres common stock in exchange for each share of NTA stock.

REVIEW:

Alias Jesse James

Hope Enterprises—United Artists

BOB HOPE'S "Alias Jesse James" will reward audiences with as liberal a measure of laughter and general lighthearted entertainment over its 92-minutes of running time as any comedy available to theatres in recent months. With Rhonda Fleming as his comely foil; Wendell Corey as a good-natured but nonetheless cash-hungry Jesse James, and in color by DeLuxe, exhibitors are offered an attractive item for their screens, as well as something to crow about promotion-wise. Guarantees of laughter deserve a prominent place in the latter.

Hope, an inept insurance salesman back in the 1880s, is about to be separated from his job by a disgusted employer, Will Wright, when he concludes the sale of a $100,000 life policy to an unrecognized Jesse James. When the latter's identity comes to light, Hope is ordered West to stick with the bandit and protect the latter's life with his own, if necessary, to prevent the company from being bankrupt by a claim to pay off.

Hope's adventures in the bandit's home territory are many and varied, full of action, some generating valid suspense, but all spiked with laughs. Soon after his arrival in Missouri he falls in love with Corey's (Jesse James's) sweetheart, played by Miss Fleming, and she with him. If this were not enough to suggest to Corey that Hope ought to be rubbed out, the realization that the two men look enough alike to have Hope's corpse pass for Corey's, permitting the latter to collect on the insurance policy, is. Corey stages one design after another intended to prove fatal to Hope, but he emerges from each covered with laughs and glory. A sequence in which he prevents the marriage of Miss Fleming to Corey is hilarious and leads to his flight with the girl, pursued by the entire James' band of outlaws. The lovers barricade themselves on the main street of the nearest town, and Hope proceeds to shoot it out with the entire band. Unknown to him, sheriff's deputies have been summoned and, under cover, pick off the bandits one by one, while Hope, believing it's his marksmanship that is having such telling effect, looms larger and larger in his own and Miss Fleming's estimation.

A NICE TOUCH, and one that youngsters and television addicts will enjoy, is that a large assortment of TV's top Western personalities, including Annie Oakley, Tonto, Wyatt Earp, Ward Bond, James Arness, Roy Rogers and Fess Parker, and also Gary Cooper and Bing Crosby, are in one-shot appearances as the deputies with the unfailing aim.

It's good fun for young and old, with plenty of saleable features which any smart showman can turn into important cash.

Hope was executive producer and Jack Hope the producer. Norman McLeod directed. The screenplay is by William Bowers and Daniel D. Beauchamp, based on a story by Robert St. Aubrey and Bert Lawrence. "Ain't A-Hankerin'" and "Protection," songs with music by Arthur Altman and lyrics by Bud Burtson, have a nice lilt to them, and the "Alias Jesse James Theme," with music by Marilyn and Joe Hooven, and lyrics by Dunham, contributes to the picture's brightness.

Running time, 92 minutes. General classification. Release, in March.

SHERWIN KANE

To Promote Ball

HOLLYWOOD, March 16.—Frank Friedrichsen and Paul Simqu have been retained by the Motion Picture Costumers, Local #705, to handle publicity and public relations for the Adam 'n Eve Ball, which will be held Sept. 26 at the Beverly Hilton here.

100 'Bikini' Albums

100 long-play albums of the original music from Atlantis Films' "The Girl in the Bikini" will be distributed to patrons at the Fox Theatre, Brooklyn, on Wednesday and Thursday, the first two days of the picture's local debut in a dubbed English version.

Lopert-Ran

(*Continued from page 1*)

the past in an agreement in
Universal has "first call" on Rank

Rank began operations in this
try in May of 1957 with Kenneth
greaves as president and Irving
chin, as general sales manager. A
time the company had a line-up
pictures and exchanges in nine
Later the number of branches wa
panded to 20, but several of thes
been closed in recent months.

Lopert Films is a subsidiar
United Artists which the latte
quired in August of last year. L
retained its separate identity,
ever, and has continued as a dis
tor of foreign and special films i
U.S. and Canadian markets. Ilya
pert is president of the firm.

A spokesman for the Rank
pany said yesterday it was no
known whether Hargreaves and
frey Martin, advertising-publicit
rector for the American com
would be recalled to London fo
assignment. Steve Edwards, adv
ing-publicity manager, will tern
his association with the compan
March 28, as will other employ
the company here and in the fie

The company's personnel wa
duced by more than half around
1.

Decca Directors

(*Continued from page 1*)

yesterday. The nominees, all cu
ly board members are Milto
Rackmil, Leonard W. Schn
Martin P. Salkin, Albert A. C
waite, Harold I. Thorp, Samu
Vallance. All except Schneider
Salkin are also directors of Uni
Pictures.

'Courtesy' Re-Issued

Filmack Trailer Co. is re-issui
17-minute training film, "Courte
Contagious," which demonstrates
er service methods to cashiers,
men, concession attendants, u
janitors and managers. The fi
available in both 16 and 35mm
and rents for $15 per showing.

Sendy Funeral in L.

LOS ANGELES, March 16.—F
al has been held here for Mrs.
Hudson Sendy, 62, widow of th
W. M. Sendy, who had been a
dent of Metairee, La., for the p
years. Interment took place i
Sendy family plot in Englewood
etery. The Sendys had operated
tres in Louisiana for more tha
years.

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Los Angeles 38
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Dallas 7
Texas

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Denver 2
Colorado

A Com
Line of
Profess
Cine F

HE FABULOUS RUSSIAN DANCERS

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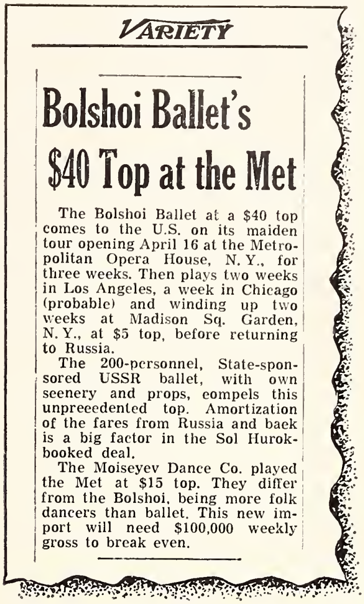

VARIETY

Bolshoi Ballet's $40 Top at the Met

The Bolshoi Ballet at a $40 top comes to the U.S. on its maiden tour opening April 16 at the Metropolitan Opera House, N. Y., for three weeks. Then plays two weeks in Los Angeles, a week in Chicago (probable) and winding up two weeks at Madison Sq. Garden, N. Y., at $5 top, before returning to Russia.

The 200-personnel, State-sponsored USSR ballet, with own scenery and props, compels this unprecedented top. Amortization of the fares from Russia and back is a big factor in the Sol Hurok-booked deal.

The Moiseyev Dance Co. played the Met at $15 top. They differ from the Bolshoi, being more folk dancers than ballet. This new import will need $100,000 weekly gross to break even.

S. HUROK'S

PECTACULAR PRIZE WINNING MOTION PICTURE FEATURE

starring **ULANOVA** *"The World's Greatest Ballerina"*
Life Magazine

and the Fabulous

BOLSHOI BALLET

Music by
Prokofiev

Dancers and Full Orchestra from Moscow

In the Brilliant Action Packed
Cannes Festival Winner
Of Astonishing Color and Beauty

Entirely in English

The BALLET of ROMEO and JULIET

96 minutes

A SOLID PRE-SOLD NATIONAL AUDIENCE AWAITS THE LIVE EXHIBITOR!

See 8 Page Spread **LIFE** Magazine, Feb. 23, 1959

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e to Come.

"A Treat for Movie-Goers! This beautiful blend of dance and picture-making is a treat for the regular moviegoer, even though he may not be a bug on ballet . . . a pictorial creation . . . tremendous outdoor scenes . . . possesses the greatest pictorial excitement and cinematic vitality . . . a fascinating show!"

Bosley Crowther, N. Y. Times

"****! A Rare Treat."

N. Y. Daily News

". . . makes excitingly good on its promise of a look at the great Ulanova in action."

TIME Magazine

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'Room at Top' Set for Cannes

By WILLIAM PAY

LONDON, March 13 (By Air Mail)—Romulus Films' "Room At the Top" has been selected as the official British entry for this year's International Cannes Film Festival, which runs from May 1 to 15. This is announced by the British Film Producers Association and the Federation of British Film Makers.

In Britain, "Room At the Top" has already produced record-breaking box-office figures. In its first seven days at Paramount's Plaza in London it took 10 per cent more than any other film shown there at normal prices since the theatre was built 32 years ago. After four weeks it was transferred to Twentieth Century-Fox's Rialto Cinema and is now in its seventh West End week.

Popular in the Provinces

It is also drawing big audiences in pre-release runs in key provincial cities like Bradford, Leeds and Birmingham, where it is being held over everywhere for extended runs.

"Room At the Top" stars Simone Signoret, Laurence Harvey and Heather Sears. It was produced by the brothers John and James Woolf.

Its Western Hemisphere distribution is by Continental Distributing and Eastern distribution by Lion International.

J. G. Ganetakos Dies

MONTREAL, March 16.—John G. Ganetakos, 48, president of United Amusement Corp., Ltd., died in Fort Lauderdale, Fla. He also was managing director of Confederation Theatres, a UAC subsidiary, and a director of Quebec Allied Theatrical Industries, an exhibitor association. His wife, a son, a daughter and a sister survive.

Re-Title Costello Film

HOLLYWOOD, MARCH 16.—Columbia has changed the title of "Lou Costello and His 30-Foot Bride" to "The 30-Foot Bride of Candy Rock."

'Friendly' to Mayfair

Allied Artists' "Friendly Persuasion," which is being reissued for the Easter season, will open this Saturday at the Mayfair Theatre here.

'Gidget' Bows Tonight In Dallas Private House

Special to THE DAILY

DALLAS, March 16—A two-story brick house in a pleasant, middle-class neighborhood tomorrow night will be the site of the world premiere of a major Hollywood production, Columbia's "Gidget." The unusual premiere, which will be staged full dress, with Klieg lights, press, radio and TV, motion picture stars and civic celebrities, was won in a national television contest on "The Price Is Right" show by Mrs. Opal Hairston of this city.

In addition to winning the premiere, she was awarded more than $15,000 worth of merchandise. The opening was to be held in her house, but, because of its small size, she requested it be moved to that of her sister and brother-in-law Mr. and Mrs. H. M. Waldon.

Depending on the weather, "Gidget" will be screened either in the Waldon's backyard or in their living room. Inside, probably 40 people can be accommodated, outside perhaps more than 100, and both figures are far short of the demand for tickets to the unusual premiere.

Stars to Attend

Present from Hollywood will be star James Darren and actress Jo Morrow from the cast of "Gidget," as well as Evy Norlund, who was Miss Denmark and is now a Columbia actress, Hollywood personality Phil Harris, actress Gretchen Wyler and several others.

The industry will be represented by executives from Columbia, including Southwest division manager Jack Judd, and officials of the Interstate Circuit, who will stage the theatrical premiere of "Gidget" here Thursday at the Palace Theatre.

Tonight's showing will be preceded by an outdoor buffet dinner on the Waldon's patio and will be followed by a party at the Adolphus Hotel.

Lesser Sells Theatre Holdings; Plans Films

Special to THE DAILY

HOLLYWOOD, March 16. — Sol Lesser has sold his holdings in Principal Theatres, a circuit of 60 houses in California, and his stock in Pacific Drive-in Theatres to the latter's president William R. Forman. Lesser plans a return to active film production with two high budget features, "Lost Island" and "Illusion in Java."

Seek Exemptions in Md. Minimum Wage Bill

Special to THE DAILY

BALTIMORE, March 16. — Allied Motion Picture Theatre Owners of Maryland, want to have eliminated from the one-dollar minimum wage bill now in Maryland state legislature all ushers, doormen and cashiers employed by film houses.

President Jack Whittle of the League points out that ushers are, for the most part, students working on a part time basis; doormen mostly are elderly men who have social security and theatre jobs merely augment their incomes, and that cashiers frequently are elderly women with pensions or other sources of income which they augment by working for theatres.

World Bow today for 'Imitation of Life'

Special to THE DAILY

CHICAGO, March 16. — Highlighted by six days of round-the-clock promotional activity by four of the stars of the picture—Lana Turner, Susan Kohner, Dan O'Herlihy and Juanita Moore—as well as by producer Ross Hunter and novelist Fannie Hurst, Universal's "Imitation of Life" will have its world premiere at the Roosevelt Theatre here tomorrow.

Promotional Activity Heavy

The concentrated barrage of promotional appearances on TV and radio which started last Thursday by Ross Hunter and Miss Hurst; on Friday by Dan O'Herlihy, Susan Kohner and Jaunita Moore followed by Lana Turner on Sunday, will continue through Wednesday. It follows a comprehensive advance advertising, publicity and promotional campaign of several weeks duration involving the participation of local newspapers, merchandisers as well as theatres in the Balaban and Katz circuit.

Harry Sedgwick Dead

TORONTO, March 16. — Harry Sedgwick, 64, one-time Eastern division manager for Famous Players Canadian Corp., and recently retired as president of radio station CFRB here, is dead following a protracted illness. He leaves a wife, a daughter and a brother.

Ohio Pap

(*Continued from page*

censor movies is evident, stro
growing," says the Dispatch.
not agree that it represents
to the free dissemination of le
information in any media. Th
fact is that the multiplying
censorship stem from the alm
plete breakdown of the stan
ordinary decency that followe
wake of the 'liberal' Supreme
repeated knockout blows of s
review laws."

"It is the voice of a su
segment of public opinion t
not be silenced" continued
torial. "The American film i
own once-effective self-regulat
gram is in collapse. Forei
'adults only' pictures so raw t
shock many decent-minded p
all ages, are shows openly
vertised (in some cities) with
ous lack of taste.

"So long as motion picture
are offensive to millions of peo
which are entirely unsuitable
dren and young people are p
and exhibited, so long will
clamor continue for reasona
moderate curbs on the offen
"Much of this clamor com
people who are just as firmly
to censorship, in principle, a
newspaper. The way to end
to piously invoke the shades o
and Zenger as pretext for co
the present excesses—and perl
cusing even worse ones—but t
voluntarily to the standards
sponsibility and self-restrai
once were mandatory under
dustry's own code."

Ohio Governor

(*Continued from page*

Ohio Senate by Sen. Stephen
nick, Democrat, Mahoning co

Admission taxes are include
items which Gov. Si Salle
will try to remove from the b
Governor in his recent budg
sage had recommended that sa
be levied against hotel, mo
attendant services such as park
In the Olenick bill are includ
dries, admission fees, vario
mercial establishments and
laneous items.

"Those things definitely w
in my recommendations," sa
DiSalle. "We'll work to remo
from the bill."

"Spectacular!
In every way
comparable to
'War And Peace'!"
—Ralph Smitha, Essaness Theatres

PARAMOUNT PICTURES PR
TEM
Starring
VAN HEFLIN · SILVANA MANGANO · VIVECA LINDFORS · GEO
Co-Starring
OSCAR HOMOLKA · HELMUT DANTINE · AGNES MOOREHEAD · ROBERT KEITH and VITTORIO GASSMAN · Directe
Filmed in Tec

ens Hails Fox's
tment of 'Anne'

discussing his "The Diary of Frank" here yesterday, producer- or George Stevens had nothing owing commendation for 20th ry-Fox's handling of the film.

t commenting that Buddy Adler he Fox studios "in the most tened manner," Stevens later almost the same phrase in de- g the company's promotional under the direction of Charles d. On the latter, Stevens said, dy has more knowledge in pro- a motion picture. The promo- n 'Anne Frank' will show much han the dollars spent on them. l is a very careful man with a

onsorship

(Continued from page 1)

oper economy for all concerned ensed with.

he same time, there are enthu- champions of the non-commer- dustry sponsored telecast of the ny Awards; those who sincerely returns the industry far more lic attention, good will and, ubsequent box office patronage s cost.

panies with good representation the nominees and winners us- re in favor of continuing the on its present basis; those who ed with pro rata assessments of 50,000 to $150,000 for the tele- ithout prospect of having a in the top categories which be translated into cash at the ice are understandably less en- ic.

wo Alternatives Reported

e Motion Picture Association of a's board of directors decides exercise the option for next elecast, the Academy reported- two alternatives under consid- One, is to offer the presenta- remonies to ABC-TV for time sponsors, the other, to offer it hree networks as a sustaining n, to assure it the ultimate in e attention.

mably, the latter would be l to only if satisfactory arrange- ould not be worked out with ork on a commercial basis.

'Time' Prime Factor in Film-Making: Stevens

(Continued from page 1)

"Around the World in 80 Days" and "The Ten Commandments" as examples of this, Stevens predicted at a trade press conference at the St. Regis Hotel here yesterday that "Anne Frank" would score a similar success, both in its hard-ticket, roadshow engagements and in general release. As for the latter, Stevens said that "people in exhibition wait with great eagerness for pictures that have had long roadshow runs."

"Anne Frank" was not only a long time in the making, but is also long on running time—2 hours and 50 minutes, according to Stevens. He said that many exhibitors complain that they want "short" films, but that in his opinion running time has very little to do with initially attracting an audience to a particular picture. Once you have that audience, Stevens pointed out, length can be advantageous, since "the longer you protract spectator excitement, the greater will be the reaction."

In order to attract a large audience, Stevens said, "you must commerce to get people interested right from the beginning. Otherwise, a film can go into limbo before anyone gets a chance to see it." Stating that he believed, along with Jerry Wald and others, that every film is important, Stevens felt that production, distribution and promotion should "run hand in hand."

GEORGE STEVENS and George Stevens, Jr. at their press conference here yesterday.

Stevens said that his next project for Fox will be "The Greatest Story Ever Told," tentatively scheduled for late 1960 release, although actual shooting has still to get under way. This, like "Anne Frank," will be a film with "a universal topic," an ingredient which he feels is necessary to insure success outside the United States.

Participating in the discussion with his father yesterday was George Stevens, Jr., who will produce "The King of California" for the Stevens company in the near future. Also to be released by Fox, this picture will not be directed by the senior Stevens, but rather by a director still to be announced.

Enthusiastic Regarding Telecast

Stevens, Jr., who is active in preparations for the forthcoming Academy Awards telecast, said that the ceremonies will be "every bit as good, if not better" than those of last year. Stevens, Sr., added that he hopes the Academy Awards "never become just another TV spectacular. The ceremonies should always be held primarily for making awards for merit," he said.

UJA Meeting Today

(Continued from page 1)

committee members will be designated and plans outlined for the 1959 drive.

The meeting was called by Irving H. Greenfield, of Loew's, Inc., as last year's chairman of the Motion Picture and Amusement Division of UJA. Greenfield said he was certain that the leaders in the industry would "rally as never before behind this year's UJA campaign."

V. R. Hansen to Resign Justice Dept. Post

From THE DAILY Bureau

WASHINGTON, March 16—The head of the Justice Department's antitrust division has indicated he will resign shortly. Victor R. Hansen said he wants to enter private law practice, and hopes to announce his plans definitely within a few weeks. One possible successor would be Hansen's present second-in-command, Robert A. Bicks. Bicks is very young, however, and Attorney General Rogers has reportedly been considering the possibility of going outside the department for his new antitrust chief.

Gluck to Screen Gems As Corporate Head

Norman E. Gluck has joined Screen Gems as director of corporate operations, it was announced by Ralph M. Cohn, president of the Columbia Pictures TV subsidiary. Gluck has resigned from Universal Pictures, where he was head of the TV department and a vice president and director of United World Films, Inc., Universal's subsidiary for distribution of 16mm films.

A veteran of every facet of the film business, Gluck, before joining Universal in 1946, was with Skouras Theatres for 13 years. He was in theatre management since 1932.

In his newly created post, Gluck will be in charge of the TV film company's expansion into several new areas of operation planned for this year, its tenth.

The first expansion move was its entry into TV commercial production with the acquisition of Elliot, Unger & Elliot. Also in the planning stage is entry into TV station ownership and operation, entry into 16mm and 8mm non-theatrical distribution, and entry into video-tape production and distribution.

House Bill

(Continued from page 1)

forced to let the bill come to a vote next year if not late this year.

Deferment Up to $2,500

Under the measure, self-employed persons could defer taxes on as much as $2,500 a year of income put aside in special retirement plans. The deferment would be on up to 10 per cent of self-employment earnings up to a deferment ceiling of $2,500 a year, with a lifetime ceiling of $50,000. Tax would not be paid on this income when it was earned but only later when the individual retired and started getting his money back. Then, of course, he likely would be in a lower tax bracket.

Passage was on a voice vote, with only a few "nos" heard.

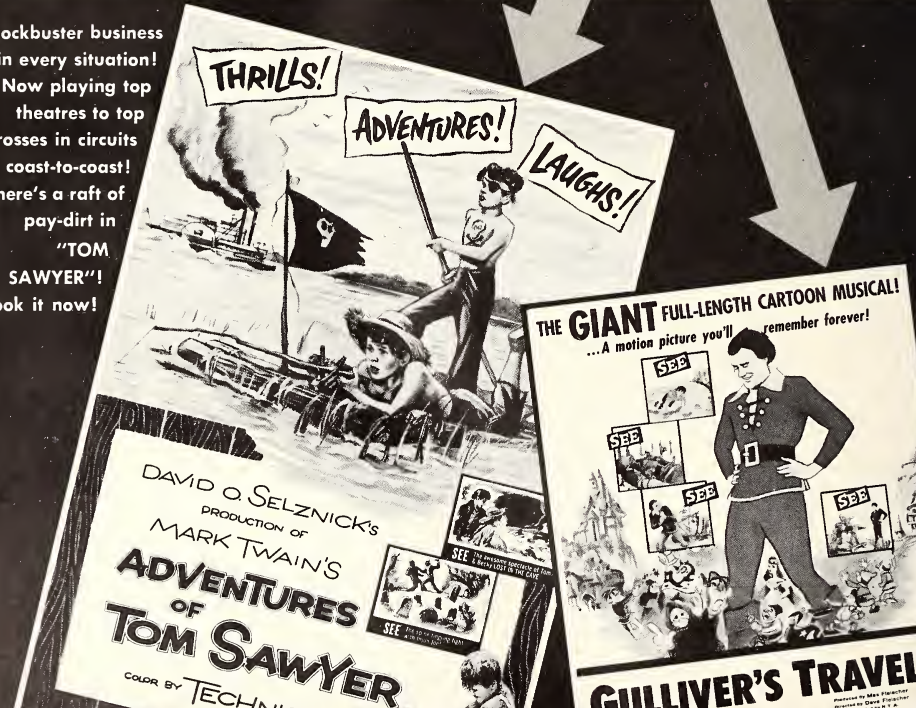
'Verboten' $16,500

Despite bad weather on Sunday, the world premiere of "Verboten" at the Fox Theatre, Detroit, produced a three-day gross of $16,500, it was announced here yesterday by Rank Film Distributors.

AURENTIIS PRODUCTION
EST
Produced by DINO DELAURENTIIS
enplay by Louis Peterson & Alberto Lattuada · Based on a novel by Alexander Pushkin
irama®
"'Tempest' Should Prove Just That— At The Boxoffice!"
—Variety

THEY'RE BOTH
HERE!
THEY'RE BOTH
BIG!
THEY'RE SMASH
BOXOFFICE!

Blockbuster business in every situation! Now playing top theatres to top grosses in circuits coast-to-coast! There's a raft of pay-dirt in "TOM SAWYER"! Book it now!


THRILLS!
ADVENTURES!
LAUGHS!
DAVID O. SELZNICK'S
PRODUCTION OF
MARK TWAIN'S
ADVENTURES OF TOM SAWYER
COLOR BY TECHNICOLOR
SEE The awesome spectacle of Tom & Becky LOST IN THE CAVE
SEE The sp... tingling fight with Injun Joe
AN NTA PICTURES RELEASE
Screenplay by JOHN V. A. WEAVER · Directed by NORMAN TAUROG
THE GIANT FULL-LENGTH CARTOON MUSICAL!
...A motion picture you'll remember forever!
SEE
SEE
SEE
SEE
GULLIVER'S TRAVELS
Produced by Max Fleischer
Directed by Dave Fleischer
Distributed by N T A.
SONGS! "I HEAR A DREAM" · "BLUEBIRDS IN THE MOONLIGHT" · "FAITHFUL FOREVER"
"IT'S A HAP-HAP-HAPPY DAY" · "ALL'S WELL" · "WE'RE ALL TOGETHER NOW"

The fabled giant that's a favorite of all ages is a real giant at the boxoffice! "GULLIVER TRAVELS" sure has legs! Plan on long run

NTA PICTURES **H.H. GREENBLATT,** GENERAL MGR **JOE GINS,** SALES MGR. **SAL DI GENNARO,** EASTERN DIV. MGR., 10 COLUMBUS CIRCLE, NEW YORK, JUdson 2-7300 **BOB FRIEDMAN,** MID-ATLAN
MGR., 1134 LOXFORD TERRACE, SILVER SPRING, JU 9-6249 **WILLIAM GARNER,** MID-CENTRAL DIV. MGR., 1632 CENTRAL PARKWAY, CINCINNATI, CHerry 1-5632 HOME REdwood 1-2141 H
BREGSTEIN, WEST COAST DIV. MGR., 9952 SANTA MONICA BLVD., BEVERLY HILLS, CRestview 4-8849 **TRUMAN HENDRIX,** SOUTHWESTERN DIV. SALES MGR., 1408 FIDELITY UNION LIF
1511 BRYAN ST., DALLAS, RIverside 7-6559 **LOU AURELIO,** DIV. MGR. FOR CHICAGO, MILWAUKEE, MINNEAPOLIS, DETROIT TERRITORIES, 612 NORTH MICHIGAN AVE., CHICAGO, MIchigan 2-5561 HOME PUllman 5-6685 **ABBOT SWAR**
CURRIE AVE. NORTH, MINNEAPOLIS, FEderal 8-7013 **NORMAN NIELSEN,** PRAIRIE DIV. SALES MGR., 1026 S. 32nd ST., OMAHA, ATlantic 2209 **ROVY BRANON,** SOUTHEASTERN DIV. SALES MGR., 1563 CLAYTON DRIVE, CHARLOTTE, EDiso

All
:he News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 85, NO. 51 NEW YORK, U.S.A., WEDNESDAY, MARCH 18, 1959 TEN CENTS

lass and Seltzer

,ong, Hard' elling Urged y Producers

nnebaker Executives tline Campaign Formula

elling long and hard is the for- la advocated by George Glass and lter Seltzer, executive producers Pennebaker, Inc.'s "Shake Hands h the Devil" for United Artists re- e. The executive producers told trade press here yesterday that the would have a twin-theatre world miere in Ireland on May 21 spon- ed by the Irish Government.

merican openings will follow in e with the first dates set for San ncisco, Chicago and Boston.

lass and Seltzer said they would to do an average of three films ry two years, one with Marlon ndo, whose father, Marlon Brando, is president of Pennebaker, Inc.

(*Continued on page* 2)

A Committee Hears eed, Plans Campaign

parked by the urgency of the need additional funds to care for new grations of displaced persons from a Curtain countries to Israel, mo- picture executives who comprise amusement industry committee the United Jewish Appeal in New k held their organizational meeting terday in the board room of Para-

(*Continued on page* 4)

otestant Church Unit r Classifying Films

Special to THE DAILY

LBANY, N. Y., March 17. — The islative commission of the New k State Council of Protestant urches has filed a memorandum roving in its original form the ffy - Younglove film - classifications , and the amended version (in- luced by Assembly Rules Com-

(*Continued on page* 5)

LEVISION TODAY—page 5

REVIEW

The Diary of Anne Frank

George Stevens—CinemaScope—20th Century-Fox

"THE Diary of Anne Frank" is a magnificent motion picture, distinguished by superlative characterizations, flawless production and direction and, of course, a basic story that is rich in human experience and evocative of human compassion. It is a brilliant addition to the already imposing list of artistic and commercial successes that producer-director George Stevens has given to the screen. And surely among its finest contributions will be counted the discovery of Millie Perkins, erstwhile cover girl and model, who so appealingly portrays the picture's heroine. Her performance, in a most exacting role, is of Academy Award calibre, a fact that is the more amazing when it is remembered that not only was she in her teens when enacting the role, but that she never before had had experience as an actress.

Moreover, it would be difficult to praise excessively the work of any member of the cast, especially that of Joseph Schildkraut as Otto Frank, Anne's father, the role he played for almost two years on Broadway and for another year on the road. Richard Beymer, like Miss Perkins, a newcomer, gives an outstanding performance in his first romantic role as Anne Frank's heart interest.

George Stevens

SHELLEY Winters and Lou Jacobi as parents of young Beymer; Gusti Huber as Anne's mother; Diane Baker as her sister, Margot, and Ed Wynn, as the bachelor dentist, all fill their roles to near perfection, providing a motion picture that inevitably must draw new as well as regular patrons into theatres wherever it plays. Its box office experience should be a long and active one. The diary has been translated into 21 languages and dramatized on the stage of 30 countries. It is as wll known throughout the free world as it is in America. There would seem to be little doubt that the success of the film will be worldwide and that 20th Century-Fox in releasing it as a special to a limited number of theatres has chosen the best policy of introducing this valuable property to the public. It will be around a long time and will continue to be a credit to the motion picture art.

As most of the theatre-going world is aware by now, the story is the actual account, recorded in her diary by Anne Frank, a 13-year-old German-born, Dutch-Jewish girl, of two and one-half years spent in hiding from Nazi persecutors by first, seven, and later, eight persons, of

(*Continued on page* 3)

Sign Contract

Hammer May Hike Films For Columbia

Guarantees 5 Per Year; Could Be Increased to 7

By WARREN G. HARRIS

(Picture on Page 4)

Hammer Film Productions' new distribution deal with Columbia Pictures could go as high as seven features annually, the British producing company's managing director James Carreras told a trade press conference here yesterday at the Hampshire House.

The contract with Columbia, which will be formally signed here today, guarantees that company 25 pictures, at the rate of five per year for the next five years. But, since "there are not enough pictures to meet the needs of exhibitors," Carreras feels that Columbia may want to pick up a couple

(*Continued on page* 4)

'Gidget' Sets Pattern For Columbia Drives

Columbia's merchandising campaign for "Gidget" has many facets, each of which is designed to reach its climax coincident with the first openings and to continue its impact deep into the release period, Jonas Rosenfield, Jr., executive in charge of advertising and publicity, said yesterday. He described the campaign as setting a pattern that will be followed through the Columbia schedule.

"We at Columbia believe that at

(*Continued on page* 4)

Over 1,200 at Bow Of 'Anne Frank' Here

More than 1,200 motion picture industry figures and entertainment world celebrities crowded into the RKO Palace Theatre last night to view the invitational premiere of George Stevens' "The Diary of Anne Frank." Highlighting the debut, which drew many hundreds outside the theatre, despite inclement, snowy weather, were the "Travelling Spectacular"

(*Continued on page* 3)

PERSONAL MENTION

SAMUEL SCHNEIDER and MRS. SCHNEIDER will leave New York tomorrow for the West Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the West Coast.

•

CHARLES SIMONELLI, Universal's Eastern advertising-publicity manager, is in Chicago from New York in connection with the opening of "Imitation of Life."

•

LILI PALMER has arrived in New York from Hollywood.

•

DORE SCHARY, producer, has arrived in Miami Beach from the Coast.

•

RICHARD ZANUCK and MRS. ZANUCK have arrived in Miami from Hollywood for the opening there of "Compulsion."

•

ABE KRAMER, official of Associated Theatres, Cleveland, has returned there with MRS. KRAMER from Miami Beach.

To Fete Cohen Today

Milton E. Cohen, United Artists Eastern and Canadian Division manager, will be feted at a luncheon in Toronto today by leading Canadian exhibitors and circuit heads at the Royal York Hotel. Cohen will also meet with U.A. Canadian district manager Charles S. Chaplin. He returns to New York on Friday.

Arthur J. Sullivan, 66

SEATTLE, March 17. – Arthur J. Sullivan, 66, Northwest district manager for United Artists, died here late last week following a heart attack. He had also been associated at various times with MGM, Columbia and National Screen Service. His wife and a son survive.

DRIVE-INS!
Start Your Season Right...
Open With Our Custom Produced
FULL COLOR
NARRATED
WELCOME BACK
TRAILER
NATIONAL SCREEN SERVICE

'HardSelling'

(*Continued from page* 1)

and two without the film star. Their next film for United Artists release is "Paris Blues," which UA will release.

In New York to formulate distribution and promotion patterns for the UA release, both Glass and Seltzer emphasized the necessity and importance of intensive pre-sell.

Drive Long in Preparation

"We are firm believers in the long sell," Glass declared. "Our campaign on the film was planned as far back as last June. In today's market there is no substitute for generating audience interest but through a long and sustained selling campaign. And we believe that's just what we've done with 'Shake Hands With the Devil.'"

An important area of the campaign, Seltzer pointed out, included special press junkets to Ireland for the location filming. Members of the international press corps were flown to Ireland through the cooperation of the Irish Government to cover the filming of the first full-length feature made entirely in that country.

Overseas Press Helped

Newspapermen from San Francisco, Chicago and Boston, where there is a great concentration of Irish descendants, gave important editorial coverage to the production. The press from Germany, France and Italy gave the feature major breaks in the foreign press.

Both Glass and Seltzer were especially enthusiastic about filming on location in Ireland. "The fresh and foreign locales adds additional scope and interest to the picture," Seltzer said. "There's a great deal of world interest in Ireland and we feel this interest will rub off on our film."

Small Business TV Ad Situation to Be Probed

From THE DAILY Bureau

WASHINGTON, March 17. – A House Small Business subcommittee said it would investigate whether small business firms have adequate opportunity to advertise on television.

The subcommittee, headed by Rep. Brown (D., Mo.), said it would study the programs and time periods reserved for the larger national network advertisers and those available to smaller regional and local advertisers. Hearings will be scheduled after staff investigators complete preliminary interviewing, he declared.

Other Committees to Act

Other small business subcommittees said they would study whether small business firms needed additional tax help and whether the Small Business Administration is doing a good job of making financing available to small businesses.

Global Conferences For 'Ben-Hur' Slated

Plans for the global handling of "Ben-Hur" will be discussed in three conferences in April by top personnel from M-G-M's 40 overseas branches and home office executives, it was announced yesterday by Morton A. Spring, president of Loew's International. The meetings will be held in Madrid on April 14-18; Tokyo, 21-25; and Mexico City, 26-30.

While primary attention is to be given to plans for "Ben-Hur," time will also be devoted to marketing and sales policies for other major M-G-M films to be released in 1959, Spring said.

Accompanying Spring to all three sessions will be Maurice R. Silverstein, vice-president, and Seymour R. Mayer, regional director of Latin America, the Middle East and the Far East. Spring will go to Hollywood following the Mexico City meetings.

Summerfield Says UA P.O. Suit 'Premature'

From THE DAILY Bureau

WASHINGTON, March 17—Postmaster General Summerfield said a United Artists suit against the Department was premature because the Department hadn't yet ruled on a controversial ad containing Goya's "Naked Maja" painting.

United Artists sued here earlier this month to force the Department to accept for mailing newspapers and magazines containing reproductions of the painting to advertise UA's forthcoming film. The company said New York postal authorities had vetoed the ad.

No Opinion Yet, He Says

Summerfield declared today, however, that neither his Department nor its New York City branch had issued any opinion, and that the suit was therefore "without merit." He said U.A. had been informed last month that a ruling would be made only after the ad had actually been placed in the mail and protested to the postal authorities.

Loew's Circuit Orders 102 'Oscar' Kits

Academy Award promotion have been ordered for all the theatres of the Loew's Circuit Ernie Emerling, vice-president charge of advertising.

Emerling has instructed all Loe managers to use the trailer and posters and to follow the instructi contained in the Academy Aw Pressbook. "Loewdown" will continue to provide promotion s gestions for the event.

Einfeld to Tell Meet Of New Promotions

Twentieth Century-Fox's four- sales meeting, the first such sales c ference held by the film compan four years, winds up today with address to the conventioneers by president Charles Einfeld.

The film executive will outline motional plans for forthcoming product and will detail several merchandising and pre-selling i for future campaigns.

Among the campaigns Einfeld outline to the conference are thos "Warlock," "Woman Obsessed," One For Me," "The Man Who Un stood Women" and "Holiday For l ers."

Deny Jacobs' Stay

A stay of execution requested the F. L. Jacobs Company in the pointment of two receivers by Federal District Court was de here yesterday by Court of App Judge Leonard P. Porter. The was denied pending an appeal ag the appointment of the receivers by Jacobs earlier in the day.

Beiersdorf in AIP P

HOLLYWOOD, March 17. – man Beiersdorf, veteran Wa Brothers and 20th Century-Fox tribution executive, has been na Southern district sales manager American International Pictures.

THEATRICAL AND TELEVISION DISTRIBUTION RIGHTS NOW AVAILABLE FOR
"THE GIRL IN THE BIKINI"
STARRING BRIGITTE BARDOT
FORMOSA, HONGKONG, MACAO, SIAM, CEYLON, PHILIPPINES, SO. KOREA, BURMA
"The Girl in the Bikini" is now playing to outstanding grosses throughout the United Stat
in the dubbed English version
WIRE OR WRITE
ATLANTIS FILMS INC.
1733 BROADWAY
NEW YORK (19), NEW YOR
JUdson 2-8060

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

nne' Bows

(*Continued from page* 1)

ms of Broadway, spelling out the
ws of the "Anne Frank" debut.
The Spectacular Sign at 42nd and
oadway, facing north, and the trav-
ing neon sign at 20th and Broad-
ay, facing south calling all Times
uare's attention to the Palace de-
t, played all through the premiere
tivities. In addition, the Spectacular
n at 43rd and Seventh Avenue
ought the news of the "Anne Frank"
but to the city. Another part of the
ssage called attention to tomorrow
ght's charity opening for the benefit
the American Association for the
ited Nations.

Producer-director George Stevens,
r Millie Perkins and top supporting
rformers Ed Wynn, Shelley Win-
s, Lou Jacobi, Gusti Huber as well
associate producer George Stevens,
were all on hand. Entertainment
rld celebrities Noel Coward, Rob-
Ryan and Joanne Woodward head-
an array of Broadway and Holly-
od performers.

Top Executives Attend

Twentieth Century-Fox president
yros P. Skouras, vice-president Jo-
ph Moskowitz, vice president Charles
feld, International Corp. president
rray Silverstone, 20th general sales
nager Alex Harrison, sales toppers
Glenn Norris and Martin Mosko-
z and other Fox officials attended.
The nations' three leading networks
BC, CBS and NBC—covered the
ceedings with both radio and tele-
ion crews.

PG Requests Stevens tervene in Dispute

The Screen Publicists Guild yester-
formally appealed to producer
orge Stevens to serve as an "impar-
judge" in its negotiations with
h Century-Fox for wage increases,
ich are currently stalemated. Ste-
s recently completed "The Diary
Anne Frank" for Fox and is also
sident of the Academy of Motion
ture Arts and Sciences.

he Guild said yesterday it would
le by any compromise Stevens
ht offer in the dispute with Fox.
the same time SPG offered to sub-
to arbitration its contract negotia-
s with Warner Bros., which have
reached a stalemate.

rahams Joins Atlantis

Harold Abrahams, associated for 25
rs with the domestic and foreign
artments of Warner Brothers here,
joined Atlantis Films Inc., as su-
visor of playdate controls and fol-
up on accounts receivable.

gan Funeral Today

TLANTA—March 17—Funeral
ices and interment will be held
tomorrow for Mike Hogan, 60,
many years in the accounting de-
ment of the Warner Brothers ex-
nge, whose death followed a long
ss.

The Diary of Anne Frank

CONTINUED FROM PAGE 1

whom she was one. The owner of an Amsterdam spice factory and his clerk, who here are played by Douglas Spencer and Dody Heath, offer them a refuge in the attic of the factory building and keep them supplied with food. They do not leave their cramped quarters from their entry in July of 1942 until they are taken away by the police in August of 1944, and to keep their presence secret from the factory workers they restricted their daytime movements within their hiding place to a minimum.

To 13-year-old Anne the experience is an adventure and she records the doings of almost every minute of every day in her diary. To the elders, it is a matter of life and death. They tense when the sound of the German police siren approaches their hiding place and do not relax until it has faded into the distance. They dare not part a curtain to look out into the street, and every sound within the building when the workmen have left is a danger signal. Twice a safecracker visits the office below their hiding place and on the second visit becomes aware of the presence of others in the building and flees.

Within the group, irritations develop from the close and unnatural confinement. The food supply problem is aggravated when Spencer and Miss Heath bring Wynn to the hiding place and ask that he be accepted. Relations are strained to the breaking point when Jacobi is discovered pilfering food from the meager supplies in the middle of the night. And there are nights of terror when the bombers come over.

BUT there are good times, too, when Spencer brings them a radio and they learn of Allied victories; when from their poverty they eke out enough to make a joyous Hanukkah observance, with presents miraculously evolved for all by Anne. And there are the days as Anne and Peter grow older, of awakening interest in each other and eventually of romance. And 1944 arrives and in the spring they learn of D-Day on the radio, and of the Allied armies advancing from Normandy. And as the hope of liberation dawns and spreads among them, there comes word that the thief who had broken into the factory office had been apprehended. And what they had feared for long came to be; the thief to save himself, told the police of his suspicions of their hideout. The sirens wail in the streets and this time stop before their door.

The story is told in flashback as Otto Frank, sole survivor, returns to the hideout when the war is over and finds Anne's diary in the litter of the deserted attic.

The skilled performances make every member of the group a living person, and their experiences genuine. There are few false notes of any kind, none of them major. The production itself is authentic in even minute details, adding importantly to the illusion of reality throughout. Stevens' direction is masterful, evoking suspense, gaiety, compassion, terror, or the sensibilities of the confined fugitives through unchanging days

(*Continued on page* 5)

Joseph Schildkraut, Millie Perkins, and Richard Beymer in "The Diary of Anne Frank."

Says Films Ignore Code's Standards

"More and more of our films are being based on subject matter that is further and futher removed from the standards of mass entertainment on which the Production Code was based," Geoffrey Shurlock, director of the Production Code Administration, states in an article in the current issue of the Journal of the Screen Producers Guild. "Some of the novels and plays recently purchased have drawn low whistles even from sophisticates," Shurlock says adding that it is "becoming steadily more difficult to bring this new material within Code requirements."

Wald Urges 'Common Sense'

In another article on the Code in the same issue producer Jerry Wald urges "common sense" be used in interpreting the Code and defends it with the statement that "I am not aware that the Code has ever adversely affected the aesthetics of the screen, nor has it so watered down a powerful work that an imaginative and conscientious producer could not offer powerful entertainment within good taste. It is usually only the vulgar and obvious attempt at sensationalism that the Code—and quite rightly—protects us against."

Other articles in the current Journal include the following:

Pay television is described as "nothing more or less than a superior distribution system; an extension of the theatre screen into the home" by producer William Perlberg.

A formula for a successful motion picture producer is outlined by A. Montague, executive vice-president, Columbia.

O'Donnell Discusses Responsibility

R. J. O'Donnell, vice-president and general manager of Interstate Circuit, states that the conclusion of shooting on a picture "marks merely the beginning of the responsibilities of its producer."

Max Youngstein, vice-president, United Artists, states that his company believes "in the fundamental principles of creative autonomy for the craftsmen and artists, and we want producers to operate according to these principles." He believes that the next few years will bring further changes in production, distribution and promotion and that it "will be through the instrumentality of the independent producer that the way will be found to solve the problems we unquestionably are going to have to face."

Brandeis Names Skouras

George P. Skouras, president of United Artists Theatre Circuit, and Magna Theatre Corporation, has been named chairman of a newly formed amusement arts division to support Brandeis University, it was announced by Dr. Abram L. Sachar, president of the University.

'Jesse James' Benefit Bow Nets $10,000 for Charity

From THE DAILY Bureau

HOLLYWOOD, March 17. – Bob Hope's "Alias Jesse James" world premiere tonight at the Westwood Village Theatre for the benefit of the Holy Family Adoption Service, netted in excess of $10,000 for the charitable organization which was founded ten years ago by Dolores (Mrs. Bob) Hope.

UJA Meeting

(*Continued from page* 1)

mount Pictures as guests of Barney Balaban.

Irving H. Greenfield of Loew's, Inc., accepted chairmanship of the group for the second year and Arthur B. Krim, president of United Artists was named guest of honor for the industry's 1959 UJA luncheon to be held May 27 at the Park Lane Hotel.

Azariah Rapoport, Israeli soldier, newspaper columnist and stage and motion picture star, visiting here on behalf of UJA, told committee members of the migration situation in East Europe and the Middle East that made increased support of UJA's lifesaving campaign by American Jews by all men of good will so essential. After his moving and dramatic presentation of the urgent facts, Greenfield suggested that the slogan of this year's campaign might be Dollars for human lives.

Before turning over the chair, Balaban presented Greenfield with a framed letter from Levi Eshkol, Israeli Finance Minister setting forth the gratitude of the people of Israel to him for his part in raising funds to enable them to welcome and absorb a million emigrants to their tiny country in the past decade.

Assignment lists of the names of men in the industry to be seen for their reservations to the Krim testimonial luncheon and for advance contributions to the 1959 campaign were given each committee member. Greenfield stressed the necessity for getting two gifts this year: one for the regular campaign and the other for the Special Fund for refugees.

Approximately $683,000 was raised in the amusement industry last year, it was reported.

AT HAMMER press conference yesterday: Nathan D. Golden, Anthony Hinds, and James Carreras.

Hammer May Hike Col. Total

(*Continued from page* 1)

of extra Hammer productions annually.

Since the Columbia contract is a non-exclusive one, Hammer is also free to produce for other distributors, provided the annual Columbia quota is met. In his current visit to New York, Carreras, along with his partner Anthony Hinds, is delivering four pictures—one to Columbia, one to Paramount, and two to United Artists.

In order of companies named, these pictures are: "Yesterday's Enemy," "The Man Who Could Cheat Death," "Ten Seconds to Hell" and "The Hound of the Baskervilles." In addition, Carreras and Hinds will meet with executives of Universal-International, for which Hammer is currently preparing "The Mummy."

Impressed by U.S. Selling

Carreras said that he is "especially impressed with the way Americans sell our pictures." Hammer's "Curse of Frankenstein" and "Horror of Dracula," both of which were picked up for distribution by American companies, have grossed a minimum of $4,000,000 each, world-wide, Carreras pointed out. "Frankenstein" cost about $300,000 to turn out, he declared.

Carreras expressed great optimism in the future of the British film industry, provided it does not go into the production of "blockbusters." The latter, he said, should only be turned out by Hollywood, since the greatest gross a British film can produce in its home country could never exceed about $1,500,000. The average British film budget is between $550,000 and $600,000, he added, but Hammer's budgets, thanks to "no big overheads" are often considerably below this.

Asked what he thought about the demise of the Rank Organisation operations here, Carreras said that the Rank pictures "were not slanted for the American market, otherwise exhibitors would have booked them. If they didn't make the type of pictures that go here, what can you expect?" Hammer feels it has hit on the right formula for American acceptance. This was described by Carreras as making "pictures with exploitation values, especially of the action or horror type."

Dropping in on Carreras and Hinds yesterday—their co-partner Michael Carreras was left behind in London with the flu—was Nathan D. Golden, of the motion picture division of the U.S. Department of Commerce. Golden said that "every exhibitor should applaud" the additional product flow that Hammer's deals with American distributors provide.

Monroe to Attend Bow Of 'Hot' at State

Marilyn Monroe will attend the press and motion picture industry preview of her new film, "Some Like It Hot," at the "New" Loew's State Theatre here Saturday March 28.

The United Artists release will begin its regular New York engagement at the State on Easter Sunday, March 29.

'Gidget' Plar

(*Continued from page* 1)

this point in our industry," Ros field said, "we can no longer aff to have promotional staffs which equipped only to do a quick spl campaign which produces a few t sheets to please the producer, tl run on to do the same for the r production. Columbia has geared operation to live with a film from very beginning until its subsequ runs.

"Each one of the aspects of campaign," he said, "has value in self, and there was a time in our b ness when we would have been sa fied with one or two of them as tional promotion and let it go at t But today that is no longer enou Today we have to have as many tional promotions as we can arra and, most importantly, they must in to local playdates of the film."

Report Agreement Ne Between Producers,

HOLLYWOOD, March 17. – Ne tiations between motion picture television producers and IATSE lo are drawing to a close, with ind tions that the "21-cent package" wl includes a 15 cents' hourly wage crease, health and welfare ben and pension fumds, will be accep across-the-board by everyone.

Six More Join TOA

Six more theatres in three st have enrolled in Theatre Owners America, it was disclosed here yes day at TOA headquarters. C. B. S mons of Newton, Ill., has signed Fairview Drive-In of Newton, Casey Drive-In of Casey, Ill. B. Sturdivant, general manager of Si Crest Enterprises of Yuma, Ariz., enrolled his Rio Theatre and C Drive-In of Yuma, and his Some Theatre of Somerton, Ariz. L. Watts, of Watts Theatres, Oil C La. has joined with his Strand The

Push 'Hot' in Chicag

CHICAGO, March 17—United ists is flying some 100 mid-wes newspapermen, radio and televi columnists here for interviews and parties in honor of Marilyn M roe and her new film, "Some Lik Hot." The festivities are being to kick off the premiere of the I Wilder comedy at the United Ar Theatre on Thursday.

"EXCELLENT! BIG, SWEEPING PRESENTATION!"
—M. P. Herald

PARAMOUNT PICTURES PRESE

TEM

Starring
VAN HEFLIN · SILVANA MANGANO · VIVECA LINDFORS · GEOFF
Co-Starring
OSCAR HOMOLKA · HELMUT DANTINE · AGNES MOOREHEAD · ROBERT KEITH and VITTORIO GASSMAN · Directed by

Filmed in Techn

The Diary of Anne Frank

CONTINUED FROM PAGE 3

d nights with overpowering realism. And, certainly, full credit must given him for the exceptional performances, natural and memorable, at he has helped the inexperienced, youthful principals to bring to the een. This production must rank as a high point of Stevens' career.

Frances Goodrich and Albert Hackett, who wrote the play based on e book, "Anne Frank: The Diary of a Young Girl," also wrote the een play. The music score of Frank Newman makes a substantial ntribution to numerous scenes, and orchestration by Edward B. Powell o is noteworthy. Sound recording, in charge of W. D. Flick and Harry . Leonard, is eloquent in many scenes and superior throughout the cture. William C. Mellor's photography is exceptional.

The film is of unusual length, two and three-quarters hours, but shown special engagements with a 10 or 15-minute intermission, as is the ention, audiences are unlikely to feel it overlong.

nning time, 165 minutes. General classification. Release, special.

SHERWIN KANE

hurch Group

(*Continued from page* 1)

ttee). "As noted in our current tement of legislative principles," commission's memorandum obved" we recognize there is freently a tendency for the bounds of cency to be exceeded and for obnity, brutality and crime to be exited by agencies of mass commuation."

On the other hand (the statement principles continued), "legislation pporting decency can do more harm n good if it (1) violates basic civil hts; (2) inhibits the free flow of as however unpopular they may be th our own or other groups; (3) stitutes the ideas of any particular up for the test of public acceptce. "This bill seems to us to be a ppy medium between the tendency ignore a motion picture that would truly harmful, especially to children, on the one hand, and undesirle censorship on the other.

"No absolute prohibition is inved. An altogether proper and edful classification is set up affect children under sixteen. The inidual is left free to choose, witht pre-censorship.

xtra 'Mansions' Show

Due to advance demand, Radio City sic Hall has scheduled an extra rformance of "Green Mansions" and Easter stage show this Saturday th doors opening at 7:20 A.M.

Name Five Judges for V.C. Charity Citation

Selection of the "charity citation award" Judges for the 32nd Variety Clubs International Convention to be held in Las Vegas March 31 to April 3, was announced by International Heart Chairman Nathan D. Golden. "Heart Reports" from the individual tents will be presented on April 1, following a "Heart Report Luncheon" at the Sahara Hotel.

The following members of the trade press and radio will serve as judges: Bernard Charman, chairman; Editor, The Daily Cinema, London, England; Charles A. Alicoate, executive publisher, The Film Daily; H. M. Greenspun, publisher, Las Vegas Sun; William D. Stiles, general manager, Station KLRJ-TV, Las Vegas; and Hye Bossin, editor, Canadian Film Weekly, Toronto.

PTAs Protest 'Indecent' Films at Drive-Ins

Special to THE DAILY

PHILADELPHIA, March 17—Parent-Teacher Associations in suburban Lower Southampton and Poquessing-Siles, are protesting to area drive-in theatres against "obscene and indecent films." At a joint meeting of the PTA groups in the suburban area it was agreed to send a letter of protest to all area drive-in theatres.

The action was taken in conjunction with similar protests lodged by ministers in the area.

Television Today

AIP and NTA Officials Talk Television Series

From THE DAILY *Bureau*

HOLLYWOOD, March 17.—American International Pictures is preparing to enter television with production of a series to be known as "Terror House."

Preliminary discussions regarding distribution of the filmed series, which will span the field of suspense, horror and science-fiction, are being held with National Telefilm Associates officials.

CBS Acquires 'Gillis'; Philip Morris Sponsor

From THE DAILY *Bureau*

HOLLYWOOD, March 18—"The Many Loves of Dobic Gillis" starring Dwayne Hickman, first pilot produced by Martin Manulis for 20th Century-Fox TV, has been sold to CBS-TV, with Philip Morris sponsoring the 39 segments of the half hour comedy series created and written by Max Shulman. The show has been spotted for Tuesdays at 8:30 P.M.,

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE originally-scheduled "Paris" program on Ed CBSullivan's Easter Sunday Show, March 29, has been changed to one that will feature Richard Boone, Shelley Winters, Mischa Elman, Wayne & Schuster, Luise Rainer, Dolores Wilson, Carol Heiss & Dick Button, Jaye P. Morgan, Connee Francis, the Bizzarro Brothers and filmed sequences from "Diary of Anne Frank" and first day "rushes" on "Anatomy of Murder," starring James Stewart. . . . Because Producer Jerry Wald believes in following up successful projects in kind, (five emcees proved highly efficient last year), the NBCast of the forthcoming "Oscar" Awards TV ceremonies on Monday, April 6 (10:30 P.M.-12:15 A.M.) will feature stints by Bob Hope, Jerry Lewis, Sir Laurence Olivier, David Niven and Mort Sahl.

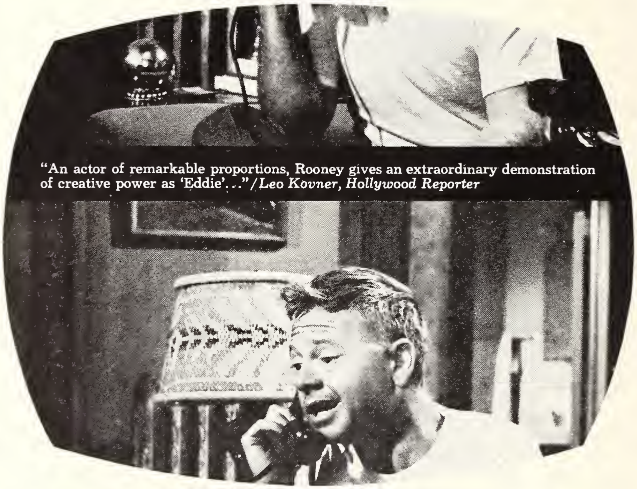
☆ ☆ ☆

Newark's contribution to the rich "Baritone Derby" is smooth-voiced Valentino, who bows into the Black-Wax World with a couple of ballads titled "Where Can You Be? and "Music Sets Me Free" which sound like a cinch to zoom the youngster to the top of the heap. . . . Walt Framer's "For Love Or Money," audience-participation quizzer which was CBSeen for six months last season, will be TViewed in England on a once a week (night-time) sked starting June 6. . . . Eddy Manson will handle the musical chores for the forthcoming CBS telefilm series, "Wonderful World of Little Julius," created by Cy Howard and featuring Gregory Ratoff, Sam Levene and Eddie Hodges. . . . Office of Civil & Defense Mobilization is seeking a writer with documentary film experience to write and produce special films for that office, operating from Battle Creek, Mich. . . . Sheldon Reynolds returning from Berlin shortly with pilot of a new teleseries, "Appointment With Fear," co-starring John Dehner and Italian flicker star Gianna Maria Canale.

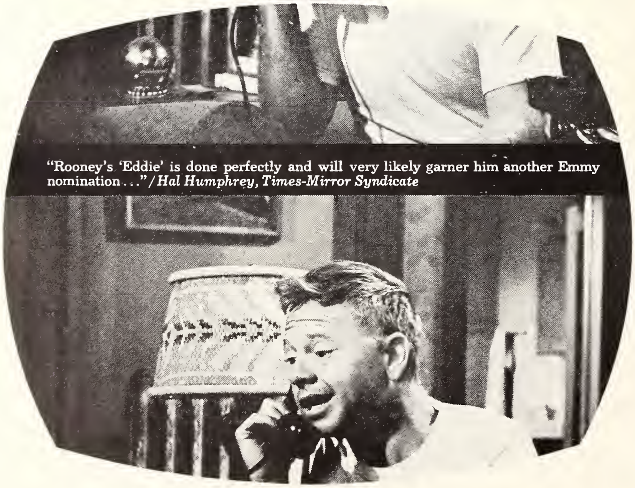
Valentino

) DELAURENTIIS PRODUCTION
EST
RNE Produced by DINO DELAURENTIIS
ADA · Screenplay by Louis Peterson & Alberto Lattuada · Based on a novel by Alexander Pushkin
echnirama®
"A BREATH-TAKING BEAUTIFUL SPECTACLE!"
—Louella Parsons

"Rooney is a giant as 'Eddie.' He gives one of the most powerful characterizations of the TV season . . ."/*Daku, Daily Variety*



"An actor of remarkable proportions, Rooney gives an extraordinary demonstration of creative power as 'Eddie' . . ."/*Leo Kovner, Hollywood Reporter*



"Rooney's 'Eddie' is done perfectly and will very likely garner him another Emmy nomination . . ."/*Hal Humphrey, Times-Mirror Syndicate*

Executive Producer **William Sackheim** Producer **William Froug** Director **Jack Smight** Teleplay by **Alfred Brenner & Ken Hughes** Produced by **Screen Gems** / Personal Management **Red Doff** Public Relations **Cleary-Strauss & Irwin**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 85, NO. 52 NEW YORK, U.S.A., THURSDAY, MARCH 19, 1959 TEN CENTS

nfair'

hio Censor ills Scored t Hearing

o Measures Referred 3-Man Subcommittee

Special to THE DAILY

OLUMBUS, O., March 18—Two which would censor "obscene" and classify certain pictures for lt" audiences came under heavy here today in a hearing before the Senate Judiciary Committee.

pponents of both measures in- ed film industry representatives, liberties spokesmen, minister, pro- rs and housewives. They declared the bills are of doubtful constitu- lity, strike at freedom of the , would have little effect on curb- juvenile delinquency, constitute imination, and would add an un- ax burden to the industry.

early all of the spokesmen called

(*Continued on page* 3)

. Group Rejects ssification Bill

Special to THE DAILY

NAPOLIS, Md., March 18—The te Judiciary Committee today proved one film censorship bill divided evenly over another.

a 7 to 5 vote, the committee d thumbs down on a bill to per- he state censor to classify films

(*Continued on page* 2)

Close Fox Studio Within a Week

ere is a good chance that the for the sale by 20th Century-Fox Beverly Hills studio property William Zeckendorf's Webb & p realty company will be closed time next week, principals in the iations said yesterday.

e huge and immensely compli- deal has been in negotiation for ns but the end is in sight, it was following yesterday's negotiating ng. Sessions are expected to con- daily until the deal is closed.

Howard Strickling Named Loew's, Inc., Vice-Pres.

Howard Strickling

Howard Strickling, director of advertising and publicity for Loew's Inc., (MGM) was elected vice-president of the company at a meeting of the board of directors yesterday, it was announced by president Joseph R. Vogel.

Strickling has been in charge of MGM's promotional activities since January, 1958. Previously, he had been director of publicity at the MGM Studios in Culver City, Cal., where he makes his headquarters and where mueh of MGM's promotional activities are centered.

Embassy Will Direct 'Hercules' Ad-Publicity

Embassy Pictures will direct the advertising, publicity and exploitation of "Hercules," although sales and physical distribution will be handled by Warner Bros., Joseph E. Levine, Embassy president, said yesterday.

Levine said there have been no changes in the marketing and exploitation plans for the picture, which include the use of 600 color prints and

(*Continued on page* 3)

Skouras Expands on Policy at Meet

Fox Exchange Heads Get Full 'Autonomy'

Have Direct Responsibility for Local Ad-Pub Campaigns And Sales Decisions

Complete local autonomy throughout the 38 domestic and Canadian branch offices of 20th Century-Fox was given to the company's exchange managers yesterday by president Spyros P. Skouras at the fourth and final session of the company's sales convention.

Spyros P. Skouras

The sweeping "carte blanche" offered to the exchange heads gives them complete authority to handle every aspect of distribution without supervision from the home office. Each man will be "his own boss," Skouras said, to an extent reminiscent of original state's rights days, including direct responsibility for the advertising and publicity campaigns in his area.

Within the manager's discretion will be the right to engage an advertising and publicity director who will be re-

(*Continued on page* 2)

'Anne' Premiere Nets $10,000 for AAUN

More than $10,000 was realized by the American Association for the United Nations as a result of last night's benefit premiere of George Stevens' "The Diary of Anne Frank" at the RKO Palace. Headed by producer-director Stevens and his leading lady, Millie Perkins, a large array of international dignitaries and entertainment world celebrities attended the performance.

Douglas Fairbanks, Jr., chairman of

(*Continued on page* 2)

'Ten' Bookings Reach 1600 for March-April

Bookings of "The Ten Commandments" have increased in recent weeks, requiring Paramount to revise upward by more than 50 per cent the announced number of theatres that will

(*Continued on page* 3)

Urge Industry 'Appraise' Conditions Causing Proposal of N. Y. Censor Bills

Special to THE DAILY

ALBANY, N. Y., March 18.—The motion picture industry would do well to "appraise the conditions" which caused the New York Joint Legislative Committee on Offensive and Obscene Material to propose censorship bills at this session, an informed legislative source said here today.

The observer reiterated doubt that the committee's bills, which would classify films, license theatres and regulate advertising, will be passed at this session. The industry, he added, should take advantage of its "reprieve" and initiate steps to change conditions.

If the Joint Committee is continued, it will certainly in the next two

(*Continued on page* 3)

Baise, Felleman Named By Walter Reade

Two new appointments were announced by Walter Reade, Jr., president of Walter Reade Theatres to fill a newly created post and a replacement position within the theatre circuit operation.

Paul Baise, veteran of almost eleven

(*Continued on page* 2)

TOA Hails 20th-Fox's Sales Reorganization

Hope that 20th Century-Fox's sales force reorganization to give branch managers greater local autonomy will be successful and adopted by other film companies was expressed yesterday by George G. Kerasotes, president of Theatre Owners of America. He hailed the Fox announcement of strengthening the authority of branch managers as "a goal TOA and its predecessors, Motion Picture Theatre Owners of America and American Theatres Association have long sought."

"We have always felt," Kerasotes said, "that the local branch manager is in the best position to know just what the exhibitor can do and cannot do with pictures. Placing the branch manager in a position where

(*Continued on page* 2)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, is in San Francisco following a visit to the Hollywood studios.

•

CHARLES BOASBERG, Warner Brothers general sales manager, has arrived in New York from the Burbank studios.

•

RICHARD WILSON, director of Allied Artists' "Al Capone," will arrive here today from Hollywood.

•

FRED ZINNEMANN, director, left here yesterday for Europe on the first leg of a trip around the world.

•

HERMAN COHEN, American International Pictures producer, will leave Hollywood shortly for Miami.

•

EDWARD SUSSE, MGM branch manager in Albany, N. Y., and **JACK MUNDSTUK**, manager in Buffalo, have returned to their respcetive headquarters from Oneida, N. Y.

•

SAMUEL BRONSTON, producer of "John Paul Jones," is in New York from Hollywood.

Youngstein to Speak

Max E. Youngstein, United Artists vice president, will be guest speaker at the annual AMPA luncheon, it was announced by Robert L. Montgomery, president of the film industry advertising organization. The luncheon will be held on Tuesday, April 14, in the Georgian Room of the Hotel Piccadilly.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH KERR • YUL BRYNNER
in ANATOLE LITVAK'S Production of
"THE JOURNEY"
From M-G-M in METROCOLOR
and GALA NEW STAGE SPECTACLE

FILMACK
THE NAME TO REMEMBER
• Speed
• Dependability
• Quality
All Three
Are Yours At NO
Extra Cost
WHEN
YOU NEED
SPECIAL
TRAILERS
1327
So. Wabash
Chicago 5
630
Ninth Ave.
New York

N.Y. 'Delinquency' Bill Dies in Committee

Special to THE DAILY

ALBANY, N. Y., March 18. – The Assembly codes committee has killed the McMullen bill.

Sponsored by the veteran Brooklyn legislator, the measure amended the penal law by making it a misdemeanor for a person in control of a place of business or premises "open to the public where children congregate, remain or loiter," to "knowingly or willfully" permit a child, under 16, unless accompanied by a parent, guardian or other authorized adult, to "congregate, remain or loiter on such premises so as to contribute to delinquency or neglect of such child."

Charity Shows Exempted

The measure exempted "theatrical performances, kinetoscopes, moving picture exhibitions or other entertainment given under the auspices of, or for the benefit of, any school, church, educational or religious institution."

Described as a proposal to combat juvenile delinquency, the bill had been defeated by the codes committee in 1957 and 1958.

Baise, Felleman

(*Continued from page* 1)

years with the Reade organization, has been promoted to the new post of director of specialized theatre operations. Baise has been in charge of the company's advertising and publicity for the past several years and is being promoted to his new position. Included in his new duties will be the handling of the company's art cinema engagements and other specialized attractions being planned by the company.

Joining the Reade organization to assume the advertising and publicity duties is Charles T. Felleman. Felleman comes to the company with over 15 years of experience with the exploitation department of M-G-M, where in addition to being the field press representative, he also handled direct liaison between M-G-M and the Walter Reade organization as well as other New Jersey exhibitors.

'Anne' Premiere

(*Continued from page* 1)

the AAUN's benefit committee and host for the affair, interviewed each of the stars, including Miss Perkins, Shelley Winters, Ed Wynn, Gusti Huber and Lou Jacobi in front of the theatre.

In addition, news teams from each of the three major radio-television networks—CBS, NBC and ABC—station WNEW, the Voice of America and the Armed Forces Radio Service introduced each of the stars and U.N. luminaries headed by Dr. Ralph Bunche and Andrew Cordier, Under-Secretaries of the U.N.

Fox Exchanges

(*Continued from page* 1)

sponsible only to him for campaigns in the territory. This will result in the largest field advertising and exploitation force in the industry, Skouras declared.

Skouras told the men that each one of them was now "on his own" and empowered to make any and all decisions on sales and contracts. The exchange heads hailed the "emancipation of the sales force" and said it would enable them to give greater service to exhibition.

Will Control Local Release

Skouras also told the men that it would be their decision as to when films would be released locally, and charged them with the responsibility of determining when a picture had been properly sold to the public before making it available to reach the largest possible audience. He foresaw an era of unparalleled "salesmanship and showmanship" under this new set-up.

Skouras' implementation and expansion of the policy of autonomy outlined by general sales manager Alex Harrison last week was greeted enthusiastically by the convention.

Vice-president Charles Einfeld encouraged the expanded promotion plans and foresaw a greater surge in national advertising, publicity and exploitation.

George Skouras Also Heard

The concluding sessions yesterday were addressed by George Skouras, president of Magna Theatres, and his staff, distributors of "South Pacific" in Todd-AO which 20th Century-Fox will eventually offer in CinemaScope, and Einfeld, who offered a detailed advertising and publicity survey on the company's forthcoming important attractions.

TOA Hails Fox

(*Continued from page* 1)

he can meet these problems with the necessary autonomy of action could be a tremendous step forward in distributor-exhibitor relations."

Kerasotes said the change would be watched with interest by TOA, and that TOA would urge its members to cooperate with Fox. The change was announced recently by Alex Harrison, general sales manager for 20th Century-Fox.

Big Gross for 'Life'

CHICAGO, March 18—Universal's "Imitation of Life" grossed $8100 on the first day of its world premiere engagement at the Roosevelt Theatre here, which was described as the best opening day business of any Universal film to play the house in its 38-year history.

Promote Radio Station On Theatre Screens

Special to THE DAILY

PHILADELPHIA, March 18. –
an unusual promotion a local r
station is turning to motion pict
to help stimulate its listening
dience. WCAU, local CBS station,
prepared a 35mm film trailer to
toll the attractiveness of the stati
local and network programming.
trailer features the station per
alities.

The radio trailer will be scree
130 times weekly in 10 neighborh
and area theatres, half of them d
ins. It is estimated by the sta
that 118,130 persons weekly wil
seeing the radio trailer which wil
shown over a 13-week period fo
estimated 1,535,690 persons.

Maryland Bi

(*Continued from page* 1)

as objectionable or unobjection
for minors. This action is a revers
the committee's 7 to 4 approval o
bill last week. The House of Dele
had earlier rejected the bill.

The Senate group split 6 to 6
House-passed bill to increase the
inal penalties for showing ob
films in the state.

Both bills will be reported t
Senate tomorrow, with a Senate
possible later in the day or po
put off until next week. Meanw
the last day for introducing new
was passed yesterday without th
pearance of any new censorship
This means the Senate votes o
two bills will finish the film ce
ship fight for this year in Mary

The
finest
carbons
ever
made...
NATIONAL
TRADE-MARK
PROJECTOR
CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
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Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

onfirm Tamarin As Porgy' Publicity Head

The appointment of Alfred H. Taarin to head the special publicity nit handling Samuel Goldwyn's Porgy and Bess" was confirmed yesrday by Paul Lazarus, Jr., vice-preslent of Columbia Pictures, distributor the picture.

Tamarin until recently was viceresident of United Artists' music nd records division and before that as assistant advertising-publicity dictor. He had road show experience ith the Theatre Guild's press department for "Oklahoma" and "Carousel" nd also was associated with the roadhowing of the film, "Henry V" for .A.

ol. Records Starting ecording of 'Porgy'

From THE DAILY Bureau

HOLLYWOOD, March 18. – Reording of the "Porgy and Bess" ereophonic album from the sound ack of the Samuel Goldwyn motion cture production begins tomorrow, ith personnel of Goldwyn and Common mbia Records collaborating on the roject.

Columbia Records out-bid all other mpanies to obtain exclusive rights the "Porgy and Bess" sound track. ublication of the album with the ll two-and-one-half hour score of e George Gershwin folk opera is heduled for mid-May. The film is heduled to premiere in New York mid-June.

aramount to Close xchange in Memphis

Special to THE DAILY

MEMPHIS, March 18–Paramount ill close its Memphis exchange Friy, April 3. All booking and general siness will be handled out of New leans. Howard Nicholson, branch anager, will continue to handle sales Memphis, and inspection and shipng films will still be carried out here. ramount will give up its present fice and seek smaller quarters.

PG, WB to Meet

The Screen Publicists Guild said sterday it will postpone taking any ction" against 20th Century-Fox d Warner Bros. in its wage distes with those companies pending rther talks between both sides in ich they will be joined by Comissioner J. R. Mandelbaum of the deral Mediation and Conciliation rvice. Mandelbaum intervened yesrday and a meeting is to be held Warners this morning.

A Spanish Deal

Allied Artists International Corp. s concluded a long term agreement the distribution of Allied Artists oduct in Spain by Radio Films, A.E. of Barcelona, Norton V. tchey, president of AA International announced. The new pact, which s negotiated for AA International Ken Murray, European representae, goes into effect immediately.

REVIEW:

Green Mansions

Grainger—M-G-M—CinemaScope

The names of Audrey Hepburn and Anthony Perkins and an unusual love affair in an exotic setting are the principal assets with which exhibitors have to work in exploiting M-G-M's "Green Mansions." That and some eye-filling scenery filmed on location in Venezuela, Colombia and British Guiana.

Also to be considered in promoting this film is the source of the script –the famed novel by W. H. Hudson. Over the years since it was written in 1904 it has been hailed by some readers and critics as a classic romance, beautiful and rare, while others have found it too fanciful and unreal. Reaction to the film is certain to be the same. Romantic-minded patrons will likely be susceptible to the odd spell of the story; while the more realistically-inclined will stay aloof.

But nobody can truthfully complain that Dorothy Kingsley in her screenplay has not been faithful to the Hudson original in its external details. This is still the tale of Rima, the "bird girl," a strange creature who lives in an isolated forest primeval in the midst of the Venezuelan jungle with her guardian, an old man she calls "grandfather." They are discovered there, by Abel, the youth who has fled Caracas as a political refugee. He falls madly in love with Rima who is not able to return his affection until she has made a long pilgrimage to the land of her dead mother's ancestors in an attempt to find her relatives and a "link to the past." This journey, in which she is accompanied by Abel and the old man, ends with the discovery that her mother's people were wiped out long ago. But before Rima and Abel can find happiness, she is killed by hostile savages who think she is a demon. Her spirit returns to comfort Abel at the end.

In directing the picture Mel Ferrer has deliberately set a slow pace and taken his time to develop the atmosphere of the lush jungle paradise in which Rima lives, and to work out the awakening of his heroine to love. This pace is then punctuated with a few action scenes–an Indian ceremonial dance, a chase through the jungle, a fight to the death with knives in a mountain pool, and the trapping of the heroine in a tree to which the Indians set fire.

The role of Rima is a most challenging one for an actress. She is described in Hudson's book as beautiful beyond words; light-footed as a deer; and she does such weird things as communing with the spirit of her dead mother out loud. She is truly a fantastic creature from another world, and Miss Hepburn is at her best in suggesting this ethereal quality. With her big brown eyes and flowing tresses she is Hudson's heroine to the life, except for her height (Rima was under five feet tall). Perkins makes a stalwart hero, and Lee J. Cobb plays the girl's guardian made up in a fuzzy white wig and beard. Sessue Hayakawa looks grim and grumbles in an Indian dialect as the head of the hostile tribe, and Henry Silva is his treacherous son.

The scenery, which is photographed in CinemaScope and Metrocolor, must also be considered a star of this Edmund Grainger production. Especially beautiful is the jungle paradise in which Rima lives; it is also inhabited by some fascinating flora and fauna.

Running time, 104 minutes. General classification. Release, in April.

Richard Gertner

Pat McGee Seeking Councilman Post

Special to THE DAILY

DENVER, March 18–Pat McGee, owner of the Tower Theatre here, has announced he is a candidate for the post of City Councilman in District Five. McGee will be the fifth candidate in the district to seek the post.

McGee was district manager for Cooper Foundation Theatres for eight years prior to opening the Tower in 1949. He has served in many executive posts in the motion picture industry and is currently president of the Rocky Mountain Council of Motion Picture Organizations.

Ohio Censor Bills

(*Continued from page* 1)

Ohio's present anti-obscenity statutes the "American way" of dealing with "objectionable films."

The hearing today was the final one to be held on the bills. They were then referred to a subcommittee of the Senate Judiciary Committee.

Industry spokesmen included Joe Alexander, RKO Theatres' division manager; Frank Murphy, Loew's Theatres division manager; John Harlor and Harry Wright, attorneys representing the Motion Picture Association; Louis Sher, president of Art Theatre Guild; and Ed McGlone, RKO.

Censor Bills

(*Continued from page* 1)

months look into what happens in the industry, it was pointed out. A resolution to continue the committee, carrying an appropriation of $20,000, has already been introduced.

Asserting the industry possesses the intelligence and the leadership to make a proper appraisal of the problems faced and to arrive at their solution, the legislative source opined that "much of the present situation is the result of economics–the fight, with its back against the wall, to survive." This has led to some distortion of emphasis, "but, practically, you cannot expect the industry to make pictures of scenes in valleys."

Sees Industry 'Alerted'

The source thought the industry had been "alerted" as to dangers in content and advertising.

The Joint Committee, established in 1949 to study comic books, and renamed in 1955 (with the field of study extended to include motion pictures, television and radio), is expected to file a statement, if not a full report, next week. It has until March 31 to make a report.

Embassy to Direct

(*Continued from page* 1)

day-and-date saturation bookings. Sid Blumenstock and Bill Doll will continue to head up the advertising, publicity and exploitation for the picture, combined with the Warner forces in New York and on the Coast.

'First Time,' Says Boasberg

Charles Boasberg, Warner general sales manager, said: "To my knowledge, this is the first time a major company has accepted a deal whereby an independent company supplies a prepared package of promotion, advertising and prints for handling by the major company. This industry can use more Joe Levines with his drive, spark and fresh thinking."

'Ten' Bookings

(*Continued from page* 1)

play the film during the nine-week March-April period.

A total of 1,600 rather than the previously announced 1,000 theatres will have booked the picture in the period, according to Edward G. Chumley, Paramount's domestic sales manager for "The Ten Commandments."

Wilcoxon for 'Honor'

HOLLYWOOD, March 18.–Henry Wilcoxon has been named producer of "On My Honor," based on the life of Lord Baden-Powell and the world scouting movement, it is announced by Cecilia DeMille Harper, president of Motion Picture Associates. Wilcoxon continues to headquarter in the Motion Picture Associates' offices at the Paramount studio.

"On My Honor" is the project on which Cecil B. DeMille had been working since last fall with Wilcoxon as his associate producer.

'IMITATION O

TO THE TOP I

DAVE WALLERSTEIN, President of Balaban and Katz Theatres says:

"IF 'IMITATION OF LIFE' HAD OPENED AT

PRESENT LENTEN SEASON, IT PROBABLY

OPENING OF 'THE DEFIANT ONES' LAST A

RECORD AT THE ROOSEVELT THEATRE BY

OF 'IMITATION OF LIFE' WAS ONLY A FE

WE ARE LOOKING FOR A RECORD OPENI

THE KIND OF MOTION PICTURE WHICH

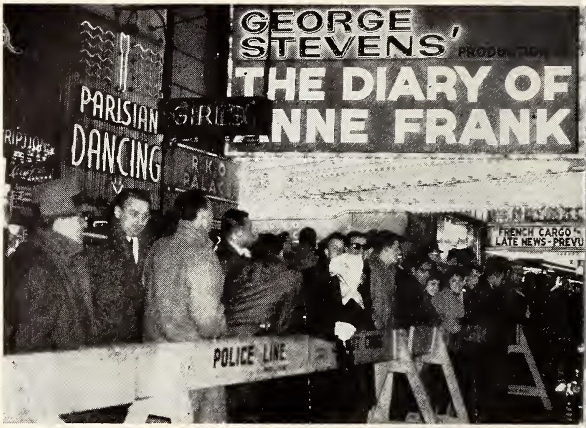
SUCCESSFUL AND IS A CREDIT TO UNIV

LIFE’ SMASHES FIRST OPENING!

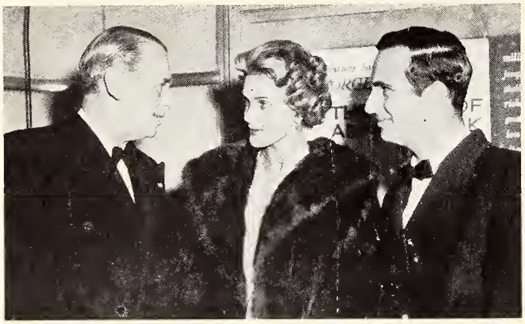
HER TIME OF THE YEAR EXCEPT THE
HAVE TOPPED EVEN THE SENSATIONAL
WHICH WENT ON TO TOP EVERY PREVIOUS
THAN 27%. AS IT WAS THE OPENING DAY
RED DOLLARS SHORT OF THAT OPENING.
EK WITH ‘IMITATION OF LIFE’. IT IS
DE OUR INDUSTRY GREAT AND
AND TO THE INDUSTRY.”

GEORGE STEVENS' "THE DIARY OF ANNE FRAN

FOR MORE than two years, ever since George Stevens, director of such monumental screen achievements as "A Place in the Sun," "Shane" and "Giant," announced he would produce and direct the internationally celebrated "The Diary of Anne Frank" for 20th Century-Fox release, a campaign of outstanding size and vigor has been going on. On the last two evenings at the RKO Palace Theatre, this campaign reached its height with the gala world premiere of "The Diary of Anna Frank." With Stevens, his personally selected choice for the star, Millie Perkins, and supporting players Ed Wynn, Gusti Huber, Lou Jacobi and Shelley Winters in attendance, in addition to entertainment world celebrities, motion picture industry dignitaries and an international celebrity list, the premieres were memorable ones. On Tuesday evening, a formal, invitational premiere was held and last night a benefit for The American Association for the United Nations took place.



On both nights thousands of spectators gathered in the Times Square area to the arriving throngs. Police were forced to barricade the theatre entrance while fortunate enough to capture choice spots near the theatre caught sight of entertai world celebrities and international figures.



Douglas Fairbanks, Jr., co-chairman of the benefit committee for the American Association for the United Nations, greets co-chairman Mrs. Ogden R. Reid and her husband, newly appointed Ambassador to Israel. Mr. Fairbanks also acted as host for the proceedings and spoke to the crowd outside the theatre via a loud speaker hookup.

Twentieth Century-Fox sales officials in attendance represented th force's top brass. From left to right: Mr. and Mrs. C. Glenn Norri and Mrs. Martin Moskowitz and 20th general sales manager Alex Ha The sales executives have just completed four days of the first corpo wide sales meetings in four years.

Producer-director George Stevens, left, meets RKO Theatres president Sol A. Schwartz, center, and Harry Mandel, assistant to Mr. Schwartz. Both RKO officials were beaming over exciting news that "Anne Frank" in its reserved-seat engagement is selling tickets six months in advance.

Among the many celebrities at the "Anne Frank" gala was one of ica's top entertainers, Harry Belafonte, and his wife. Enthusiast lookers greeted the Belafontes with cheers as they did all of the a ing notables.

AILED AT SPECTACULAR DUAL PREMIERES!

rge Stevens and 20th vice-president Charles Einfeld greet noted motion re director Frank Capra and his wife. Einfeld directed the more than two- campaign on "Anne Frank" which has been the talk of the motion picture stry. The top three radio and television networks gave complete coverage.

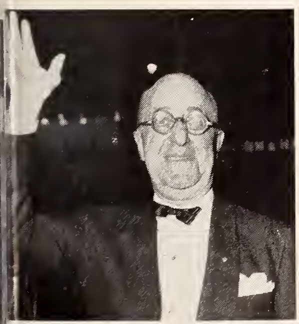
THE DIARY OF
ANNE FRANK

Lovely Academy Award winner Joanne Woodward, star of Jerry Wald's "The Sound and the Fury," talks to radio commentator Freddie Robbins, while 20th Century-Fox president Spyros P. Skouras listens, approvingly.

ay Silverstone, president of 20th Century- International Corp., and his wife talk with thy Kilgallen, well-known Broadway nnist and hostess of the Tuesday evening iere.

Star Millie Perkins and George Stevens, Jr., associate producer on "Anne Frank," pose for photographers in the Palace lobby. Millie was hailed as a new star in her first motion picture appearance.

Famous entertainers Gene Raymond and Jeanette MacDonald also attended the "Anne Frank" debut. Film critics were ecstatic over "Anne Frank," more than one using the words "magnificent" and "masterpiece."



Wynn, who 46 years ago opened the Pal- Theatre in a vaudeville act, returns to scene with critical acclaim for his sup- ng role in "Anne Frank."

Shelley Winters, another of the supporting stars in the Stevens epic, attended the event accompanied by popular screen actor Robert Ryan.

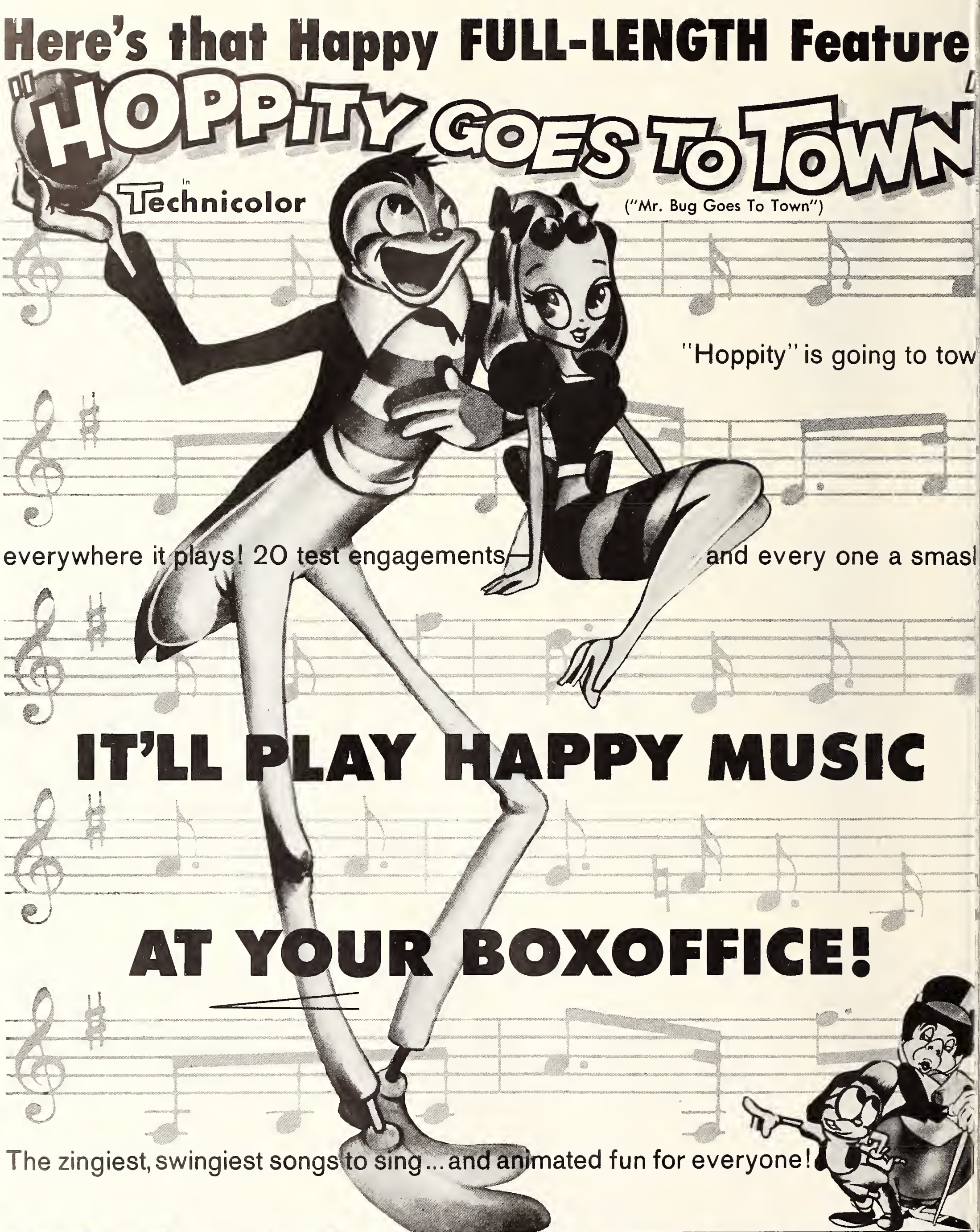
Royalty comes to the Palace in the person of Prince Aly Khan. The prince was one of many international dignitaries present at the premiere.

Here's that Happy FULL-LENGTH Feature

"HOPPITY GOES TO TOWN

In Technicolor

("Mr. Bug Goes To Town")



"Hoppity" is going to tow

everywhere it plays! 20 test engagements— and every one a smasl

IT'LL PLAY HAPPY MUSIC AT YOUR BOXOFFICE!

The zingiest, swingiest songs to sing... and animated fun for everyone!

NTA PICTURES **H.H. GREENBLATT,** GENERAL MGR. **JOE GINS,** SALES MGR. **SAL DI GENNARO,** EASTERN DIV. MGR., 10 COLUMBUS CIRCLE, NEW YORK, JUdson 2-7300 **BOB FRIEDMAN,** MID-ATLANTIC MGR., 1134 LOXFORD TERRACE, SILVER SPRING, JU 9-6249 **WILLIAM GARNER,** MID-CENTRAL DIV. MGR., 1632 CENTRAL PARKWAY, CINCINNATI, CHerry 1-5632 HOME REdwood 1-2141 **HERB BREGSTEIN,** WEST COAST DIV. MGR., 9952 SANTA MONICA BLVD., BEVERLY HILLS, CRestview 4-8849 **TRUMAN HENDRIX,** SOUTHWESTERN DIV. SALES MGR., 1408 FIDELITY UNION LIFE BL 1511 BRYAN ST., DALLAS, Riverside 7-6559 **LOU AURELIO,** DIV. MGR. FOR CHICAGO, MILWAUKEE, MINNEAPOLIS, DETROIT TERRITORIES, 612 NORTH MICHIGAN AVE., CHICAGO, MIchigan 2-5561 HOME PUllman 5-6685 **ABBOT SWARTZ,** CURRIE AVE. NORTH, MINNEAPOLIS, FEderal 8-7013 **NORMAN NIELSEN,** PRAIRIE DIV. SALES MGR., 1026 S. 32nd ST., OMAHA, ATlantic-2209 **ROVY BRANON,** SOUTHEASTERN DIV. SALES MGR., 1563 CLAYTON DRIVE, CHARLOTTE, EDison 4-

All the News That s News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 53 NEW YORK, U.S.A., FRIDAY, MARCH 20, 1959 TEN CENTS

nds Delay

oviet Chooses inal 4 Films n U.S. Pact

mpletes Selection of ; Finalizes Deal

By J. A. OTTEN

ASHINGTON, March 19. – The iet Union has chosen the final four films it wants under the Soviet-erican film agreement, the State partment announced today.

he Soviets chose MGM's "Rhap-y," 20th Century-Fox's "Beneath 12-Mile Reef," Columbia's "The enth Voyage of Sinbad," and Uni-sal's "Man of a Thousand Faces." his completes the total of 10 films be purchased from American film panies by Russia under the agree-t. Previously Russia had selected e six films: "Lili" and "The Great uso" of MGM, Paramount's "Ro- Holiday," United Artists' arty," 20th-Fox's "Oklahoma," and ner Brothers' "The Old Man and Sea."

he U.S. selected the seven Rus-

(*Continued on page* 6)

arks, Kornblith in w Col. Int'l Posts

number of important changes in mbia Pictures International's Lat-merican organization have been ounced by president Lacy W. Kast-

arry Prosdocimi has resigned as

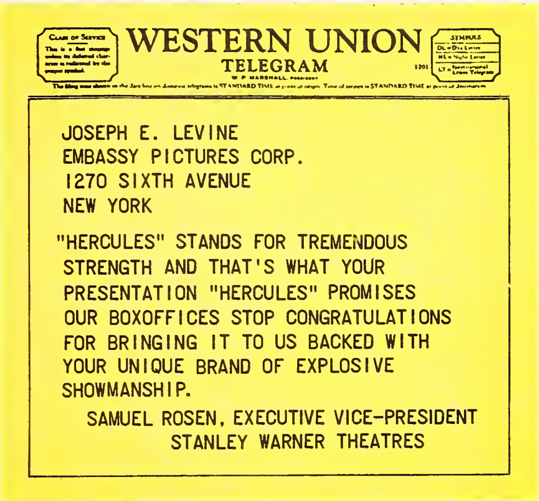
(*Continued on page* 4)

ach, Jr., Quits Posts ith Scranton Corp.

al Roach, Jr., yesterday resigned hairman and director of the Scran- Corp., subsidiary of the F. L. bs Co., as receivers for Jacobs ointed by the New York Federal rt prepared to contest the naming wo receivers for the Jacobs Co. Federal Court in Michigan. The

(*Continued on page* 5)

EVISION TODAY—page 6



WESTERN UNION TELEGRAM

JOSEPH E. LEVINE
EMBASSY PICTURES CORP.
1270 SIXTH AVENUE
NEW YORK

"HERCULES" STANDS FOR TREMENDOUS STRENGTH AND THAT'S WHAT YOUR PRESENTATION "HERCULES" PROMISES OUR BOXOFFICES STOP CONGRATULATIONS FOR BRINGING IT TO US BACKED WITH YOUR UNIQUE BRAND OF EXPLOSIVE SHOWMANSHIP.

SAMUEL ROSEN, EXECUTIVE VICE-PRESIDENT
STANLEY WARNER THEATRES

Get In On The Coast-to-Coast K.O. Coming In July!
To be released nationally by WARNER BROS. (Advt.)

Selling of High-Priced Concessions Explored

By WARREN G. HARRIS

New ideas in merchandising concessions at both indoor and drive-in theatres were thoroughly explored at the all-day Eastern regional concessions conference sponsored by the National Association of Concessionaires here yesterday at the Park-Sheraton Hotel.

Attendance was exceptionally good at the affair, with over 200 theatre and concession men on hand. Special attention was given to methods of selling higher-priced concessions items and novelties, as well as merchandis-

(*Continued on page* 4)

'Hercules' Is All-Time Grosser in Italy

"Hercules," Italian film spectacle to be distributed in the U.S. this summer by Embassy Pictures via Warner Bros., has already grossed about $1,500,000 in Italy and environs, according to Lionello Santi, president of Galatea Films, which produced the picture in Rome.

Santi said in an interview at Embassy offices here yesterday that "Hercules" is one of the all-time top grossers in Italy. A sequel, moreover, entitled "Hercules and the Queen of Lydia," is threatening the records set by its predecessor, Santi said, adding

(*Continued on page* 4)

Motion Picture Herald to Sponsor Second Series of Merchandising Conferences

A second series of merchandising conferences, sponsored by Motion Picture Herald in conjunction with the major producer-distributor companies, will be held in New York April 8 to 11, inclusive. Seven films will be shown, with promotional campaigns on each to be discussed. There also will be a general round table conference on advertising and promotion.

Companies participating will be Columbia, M-G-M, Paramount, 20th-Fox, United Artists, Universal and Warners. Exhibitors interested in further details should write the Editor, Motion Picture Herald, 1270 Sixth Avenue, New York, 20, N.Y.

On All Fronts

Trade Practice Relief Moves Now Stalled

Hansen Resignation Is One Important Factor

Organized exhibitor moves to obtain trade practice and operational remedies of many kinds from official Washington are stalled on all fronts for the immediate future.

The American Congress of Exhibitors, which has been anxious to confer with Assistant U. S. Attorney General Victor R. Hansen, in charge of the anti-trust division, on possibilities of obtaining decree changes or other official sanction for a variety of moves regarded as vital to recovery and future operations of theatres, finds itself stymied by Hansen's imminent resignation from the post and by uncertainty over his successor as head of the anti-trust division.

Reportedly, Hansen is understandably reluctant to commit himself to the exhibitors or others on policies having application to the future, on

(*Continued on page* 2)

New Bill Introduced For Admission Tax Aid

From THE DAILY Bureau

WASHINGTON, March 19. – Senators Williams (D., N. J.) and Javits (R., N. Y.) introduced legislation calling for further Federal admissions tax relief for theatres including live entertainment in their offering.

They would earmark the tax savings, however, for a special fund to assist the expansion of live music and drama.

Their legislation is somewhat similar

(*Continued on page* 2)

AIP Plans 10 Features With N.Y. Financing

From THE DAILY Bureau

HOLLYWOOD, March 19.—American International Pictures is completing arrangements with the Colonial Bank of New York for the financing of 10 feature motion pictures to be

(*Continued on page* 2)

PERSONAL MENTION

M. J. FRANKOVICH, vice-president of Columbia Pictures International and managing director in Great Britain and Ireland, arrived in New York from London yesterday via B.O.A.C.

•

HENRY H. MARTIN, Universal Pictures general sales manager, will leave here on Sunday for Miami in connection with the opening there of "Imitation of Life."

•

EMERY AUSTIN, of the MGM home office publicity department, has left New York for Cleveland and Columbus.

•

HERMAN M. LEVY, general counsel of Theatre Owners of America and executive secretary of the Motion Picture Theatre Owners of Connecticut, left New York yesterday for a vacation at St. Thomas, Virgina Islands.

•

MONJA DANISHEWSKY, producer, returned to London from New York yesterday via B.O.A.C.

•

JOE MILLER, former Columbia Pictures branch manager in Albany, N. Y., has returned there from Florida to reopen the Menands Drive-in Theatre, between Albany and Troy.

•

BERNIE YOUNGSTEIN, United Artists publicist, is in Atlanta from New York.

•

JOHN STURGES, director, and a production staff including WILLIAM DANIELS, ADDISON HEHR and ROBERT RELYEA, have returned to Hollywood from Ceylon.

•

RAOUL LEVY, French producer, and HENRI-FEORGES CLOUZOT, director, will arrive in New York from Paris today for conferences with officials of Columbia Pictures.

DRIVE-INS!
Start Your Season Right...
Open With Our Custom Produced
FULL COLOR
NARRATED
WELCOME BACK
TRAILER
NATIONAL SCREEN SERVICE

Long Lines at Palace Seeking 'Anne' Tickets

With $100,000 already in the box office 20th Century-Fox's "The Diary of Anne Frank" opened at the RKO Palace theatre here yesterday to lines of ticket buyers, theatre officials said. The picture received uniformly excellent reviews from all of the New York newspaper critics.

New Bill Filed

(*Continued from page* 1)

to a bill already introduced in the House by Rep. Thompson (D., N. J.). One problem facing the legislation is the fact that none of the sponsors is a member of the Senate or House tax-writing committees.

The Williams-Javits bill would, for theatres whose programs include live musical or dramatic entertainment to a "significant" degree, exempt the first $2 of charges from any Federal tax and cut the tax to 5 per cent on the rest. At present, the first $1 is tax-free, and the rate is 10 per cent on the rest. The bill would also halve the present 20 per cent cabaret tax.

This is similar to the Thompson bill. However, the Thompson bill would make no disposition of the tax savings, whereas the Williams-Javits bill would direct the President to set up a special fund consisting of the tax savings, and would provide a special board to use the fund to promote the growth and expansion of live music and drama.

The bill would obviously apply chiefly to stage plays and similar offerings, but would also apply to some of the larger motion picture theatres whose programs include some live entertainment.

AIP Plans Ten

(*Continued from page* 1)

made within the next year, it is announced by James H. Nicholson and Samuel Z. Arkoff. Financing for an additional 14 to 20 films to be filmed in the next year by AIP will be by Pathe Laboratories, which has been a principal source in past, Nicholson and Arkoff said.

AIP intends to maintain its present pace for 24-30 features annually, Nicholson and Arkoff reported.

The 10 AIP features, three in color, to be produced with Colonial Bank financing are "Diary of a High School Bride," "Drag Race," "The Haunted House of Usher" (in color and based on Edgar Allan Poe's "Fall of the House of Usher"), "End of the World," "World Without Women," "Bombs Away," "Blood Hill," "Take Me to Your Leader," "She" (in color and based on H. Rider Haggard's novel) and "Eve and the Dragon" (in color).

Trade Practice

(*Continued from page* 1)

which his successor might be in disagreement. At the same time, uncertainty surrounds the choice of a new head of the division. One possibility was reported to be Hansen's first assistant, Robert A. Bicks, who, however, is regarded as being handicapped by lack of experience in the division, because of his youth.

Sol A. Schwartz, chairman of the ACE committee on government matters, aided by Emanuel Frisch and other committee members, have been gathering factual information on specific exhibitor circumstances for some time preparatory to a meeting with Hansen and that work is about complete. Should the anti-trust head resign, as now expected, it is obvious it might be some time before a meeting could be arranged with an indoctrinated successor.

'White Paper' Recalled

The Allied States "white paper" campaign, which reached its climax with meetings in Washington of exhibitors from the field with their own and other key senators and representatives, in an effort to lineup Congressional support of industry practices in relation to the Paramount case decrees, is specifically aimed at the anti-trust division's policy and interpretations of the decrees.

That campaign, too, appears to be marking time at present, as the key Congressional committees from which action would be most desired by Allied, have agendas burdened with weightier and more urgent matters, making a hearing on the "white paper" charges uncertain for any time in the near future.

McNabb Replacing Lee For Fox in Detroit

Special to THE DAILY

DETROIT, March 19. — Joseph J. Lee, who has been with 20th Century-Fox for 34 years, is announcing his retirement as branch manager. Succeeding him will be Robert C. McNabb, currently occupying a similar post for the company in Cincinnati.

The exact date of change-over has not been given. Lee will probably remain with Fox for some time here in an advisory capacity.

R. P. Brandt on Trip

Richard P. Brandt, president of Trans-Lux Distributing Corp., has left here for Europe to scout new feature film properties for release this year. While abroad, Brandt's itinerary will encompass England, France and Italy. In all of these areas he will negotiate television sales of his "Felix the Cat" color cartoon series on behalf of Trans-Lux Television Corp., which he also heads.

TENT TALK

Variety Club News

PHILADELPHIA — The Var Club's Ladies Auxiliary held annual donor luncheon recently the Bellevue-Stratford Hotel at wl time the annual Heart Award humanitarianism was presented Dr. Elizabeth Pennock Maris.

The club's "Old Newsboys' D promoted jointly by Tent No. 13 the "Philadelphia Inquirer," will held again this year. The date been set as June 17. Beneficiary be the Variety Club Camp for Ha capped Children.

△

BOSTON—Joe Cronin, presider the American League, and Ted liams, batting champion, will be orary and general chairman, res tively, for the Variety Club's 1959 my Fund season which will reacl peak from the middle of July to end of August. Williams has general chairman of the fund for n seasons. James F. Mahoney, ger manager of Interstate Theatre C here, will be among those servin the committee.

△

ALBANY, N. Y.—Variety C Camp Thacher Fund has been riched by $2,064, as a result of benefit premiere of "South Pac held at the Stanley Warner Ritz T tre here under the sponsorship of "Times-Union." The theatre was nated by S-W zone manager H Feinstein and district manager A G. Swett.

△

MIAMI — Tent No. 33 Gabriel Heatter as its special lunc guest speaker on Thursday at the lonial Hotel. The club also has nounced that another "wishing for the Variety Children's Hospita been set up at the Nautilus H Miami Beach.

The club has announced that Variety Children's Hospital will b fit from the 1959 Saints and Sin Show on Saturday at the Carillon tel here, when Arthur E. Sum field, U. S. Postmaster General, be the "fall guy."

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKIN
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Ec
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

Pathé
LABORATORIES, INC.

IS PROCESSING WITH PRIDE

THE LARGEST DOMESTIC COLOR PRINT ORDER IN HISTORY!

HERCULES

600 PRINTS

IN EASTMAN COLOR BY PATHÉ

—and in wide screen DYALISCOPE—
To be distributed nationally by Warner Bros.

Our thanks to **Joseph E. Levine,** President of **Embassy Pictures Corp.,** and our congratulations on the magnificent **"explodation"** job he is doing for this great attraction!

Pathé LABORATORIES, INC.
a subsidiary of CHESAPEAKE INDUSTRIES, INC.

. . . NEWS ROUNDUP

'Imitation' via Pocket Books

In a joint promotion with Universal Pictures Co., Pocket Books has published a paper-back edition of Fannie Hurst's "Imitation of Life," featuring on the cover a scene from the motion picture version of the story produced by Universal. Copies are going to the company's 1,000 distributors, serving 110,000 outlets.

■

New England Meeting Set

The annual regional convention of Independent Exhibitors, Inc., and Drive-in Theatre Association of New England will be held Sept. 16-17 at the Mayflower Hotel, Plymouth, Mass. Carl Goldman, executive secretary of IENE, is making the arrangements.

■

Ascap to Honor Herbert

The Victor Herbert Centennial Dinner honoring the 100th anniversary of the birth of the composer who was a co-founder of the society will be held here on the evening of March 30 in the grand ballroom of the Hotel Astor. Vincent Lopez and his orchestra will furnish the music.

■

B'nai B'rith Film Offered

"The American Jew: A Tribute to Freedom," 16mm sound motion picture in black and white, running 45 minutes, is being offered to organizations at a nominal fee by the Anti-Defamation League of B'nai B'rith here. The film traces the historical significance of Jewish development in America from 1492 to the present day.

■

'Some Like It Hot' to L.A.

United Artists' "Some Like It Hot" will open at the Chinese Theatre in Los Angeles on April 8.

■

'U' Buys Unpublished Book

Universal - International has acquired, from galley proofs, the motion picture rights to "The Great Imposter," by Robert Crichton, which will be published this summer by Random House. It is the biography of Ferdinand DeMara, perpetrator of many and varied hoaxes.

■

Polish Film Here March 23

"The Eighth Day of the Week," produced in Poland and handled in the U.S. by Continental Distributing, Inc., will have its American premiere at the 55th Street Playhouse here on March 23, under the auspices of the International Rescue Committee.

REVIEW:

The Naked Maja

Titanus—UA

BRAWLING, SPRAWLING and sensuous, this highly fictionalized story of the flaming love affair between Francisco Goya, immortal Spanish painter, and Maria Cayetana, Duchess of Alba, has pictorial beauty, two potent box office names and a great deal of pre-selling to back it at the box office.

Made in Italy by Titanus and starring Ava Gardner and Anthony Franciosa, along with a large and competent cast of Italians, the elaborate production surrounds the almost legendary story of the painter with an historical setting of the decaying Spanish empire at the end of the eighteenth century and the fall of the Bourbons as represented by the weak and imbecilic Carlos IV. This setting with its flamboyant costumes and furnishings, provides a series of magnificent tableaux which, photographed flawlessly in Technicolor and reproduced in the Technirama process, impart to the picture the feeling of the Spanish painter's work.

The story, stemming from one of Goya's more famous works known to art catalogues as "The Maja Nude," purportedly tells how it came to be painted and the trouble with the authorities which befell the painter because of it. Because the painting showed by title and inference a "maja," or loose woman, in the unmistakable likeness of a member of the aristocracy of the day, Goya was arrested and charged with treason. Historically the picture was part of a series of savage caricatures depicting the corruption of the court and the nobility.

THE SCREENPLAY by Norman Corwin and Giorgio Prosperi from a story by Oscar Saul and Talbot Jennings, weaves a skein of politics and romance around the two principal characters, the painter and the beautiful and seductive Duchess. Tragically in love, they are also intertwined in a conspiracy against Manuel Godoy, prime minister and the Queen's lover, who plans to betray the country to Napoleon. Inspired by love for the Spanish people, Franciosa actively baits and Miss Gardner refuses to cooperate with Godoy and thus they earn his undying hatred. They are exiled from Madrid, enjoy an idyllic interlude at the Duchess' country estate, are separated by Godoy's orders, and reunited tragically after the French have imposed a new tyranny on the country and Miss Gardner is dying of a slow poison which had been administered at Godoy's orders.

The direction, by veteran Henry Koster, tends to static impressions of the gaudy canvas rather than a sweeping overall view. Franciosa's performance is properly swashbuckling as is that of Amedeo Nazzari as the prime minister and Miss Gardner is at her most seductive best. The somewhat sketchy narrative frequently strains credulity, outstandingly so when Franciosa, having been arrested by the Inquisition, is charged by a bishop in modern clerical dress with having executed a lewd painting. The indictment is hardly in tune with the mores of the time and the place.

Extensive word of mouth selling, a considerable amount of excitement about the picture and the subject in advance of its release and the names of the stars could generate sizable box office potential.

Goffredo Lombardo was producer for Titanus Films.

Running time, 111 minutes. General classification. Release, in March.

JAMES D. IVERS

'Hercules' in Italy

(*Continued from page 1*)

that no U. S. distribution deal has been set as yet for the sequel.

Santi, along with Pietro Francisci, director of "Hercules," is here from Rome to participate in today's luncheon being given by Joseph Levine, president of Embassy, in honor of the film at the Waldorf-Astoria's grand ballroom. More than 1,000 exhibitors and press representatives will attend the luncheon, at which time sales and promotion plans for "Hercules" will be outlined.

Rosenfield, Schneider Leaving for Coast

Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures, leaves here for Hollywood on Sunday accompanied by William Schneider, vice-president of Donahue & Coe, Columbia's advertising agency.

Rosenfield will meet with studio executives on overall promotional planning for the upcoming product of the various independent producers who release through Columbia.

Concession

(*Continued from page 1*)

ing for theatres on a roadshow f
policy. Presiding was Bert Nathan,
Bert Nathan Enterprises.

In a talk titled "A Theatre Ow
Looks at Concessions," Eman
Frisch, of the Randforce Amusem
Corp., said that the concession
should be patient and work with th
tre owners in introducing new ite
He pointed out that the two m
work for "higher cents per per
from fewer customers." Frisch
said that the number one probl
for theatre owners who use con
sionaires is that the patron blames
theatre, and not the concessionai
for dissatisfaction with a purcha

Educator Heard

Professor Thomas Lea Davidson,
sistant professor of marketing at
University of Connecticut, presen
a market sales analysis of the am
ment-recreation industry. He
that there is now underfoot a ra
increase in "discretionary spend
power." Sales in hard goods in
tries are down, he reported, and h
moved to soft goods and amuseme
Today's market, Professor David
told the concessionaires, is comp
of people with the ability to sp
money and the "desire to buy y
product."

Also participating in the discuss
yesterday were the following; M.
Rapp, executive vice-president, AP
Inc.; Leonard Pollack, Loew's T
tres; Harold Newman, Century T
tres; Edwin Gage, Walter Re
Theatres; Nat Buckman; Sam Ru
Harold Norbitz; and Philip L. Lo
NAC president.

The Coca-Cola Company was
to conference registrants for lu
while the Pepsi-Cola Company g
a cocktail party following the meet

Marks, Kornblith

(*Continued from page 1*)

general manager in Argentina, and
win Marks will replace him. Man
in Peru since 1954, Marks joined
umbia as a trainee in August, 1
and served successively as assis
manager in Colombia, Venezuela,
until now, Peru.

Replacing Marks in Peru will
Larry Kornblith, manager in Trini
who also joined Columbia Internat
al in 1947, and later served as
sistant manager in Panama, Colom
and Venezuela, and as acting man
in Ecuador prior to his transfe
Port-of-Spain.

Succeeding Kornblith, with th
tle of acting manager of the Trini
office, will be Meer Hassan, bo
there since 1944.

'Hollywood Paramou

HOLLYWOOD, March 19. –
Paramount Theatre here will he
forth be known as the Hollyw
Paramount, with a completely re
bished interior and exterior, at a
of $30,000 being completed tomor
in time for the exclusive run of
versal's "Imitation of Life."

PEOPLE

Valter C. Cooper, who in 1949
ed General Precision Laboratory,
., Pleasantville, N. Y., as manager
government contracts, has been
cted assistant vice-president of the
npany, retaining his former duties
well as assuming new responsibili-
.

☐

Iarry F. Shaw, division manager
Loew's Poli-New England Thea-
, and **Sidney H. Kleper,** manager
Loew's Poli Theatre, New Haven,
nn., have been named chairman
co-chairman, respectively, of the
orations committee for the Adver-
ng Club's annual Gold Medal
ards Dinner, to be held May 11
the New Haven Lawn Club.

☐

Chris Velas, exhibitor of Bellaire
other communities of Ohio and
st Virginia for the past 35 years,
been named Van Wert (Ohio)
zen of the Year in the annual poll
nsored by the Van Wert chapter
B'nai B'rith.

☐

ob Knevels, of the Tivoli Theatre,
ndsor, Ont., has been named man-
r of the Capitol Theatre there,
ceeding **Joseph L. Lefave,** now
nager of the Civic Auditorium.
es Hooper of the Park Theatre has
en over the Knevels post at the
oli, and has been succeeded at the
k by **Michael Micelli.**

☐

Villiam L. Daniel, of Chamblee,
has been named by **Mayor Wil-**
n Hartfield to membership on the
nta Board of Motion Picture Ex-
ners.

☐

ob Meyer, for 11 years a member
he 20th Century-Fox staff in In-
napolis, has been transferred to
veland and named sales manager
he branch there.

☐

ony Patton, who left New Orleans
e 20 years ago to engage in the
duction field in Hollywood, has
rned to the former city with a
independent company, the first
duction of which will be "The
mp Angel," with shooting sched-
l near Covington, La.

o New Awards for fiant' in Britain

From THE DAILY Bureau

ONDON, March 19. — Stanley
mer's "The Defiant Ones" has won
ish Film Academy Award honors
Sidney Poitier as "best foreign
r" of the year. The United Artists'
was also selected as the "best
ure illustrating the principles of
United Nations Charter."

REVIEW:

Little Savage

20th Century-Fox

Produced by Jack Leewood, this is a routine pirate melodrama. Eric Norden's screenplay, based on the novel by Frederick Marryat, tells the tale of naval captain Pedro Armendariz, who is left for dead on a tropic isle by buccaneer Rudolfo Hoyos. In his wanderings about the isle, Armendariz meets young Terry Rangno, a marooned ship's helper who has adopted the ways of a savage, eating raw fish, etc.

The two teamup and build themselves a jungle hideaway while waiting for the proverbial ship that never comes. The years pass and the young savage is soon a handsome and muscular Robert Palmer, who has never known a woman. This failing is soon ironed-out, however, when a band of natives on the warpath deposit shapely Christiane Martel at the base of a sacrificial idol.

The natural result of this incident, of course, is a flowering of romance between Palmer and Miss Martel, but before they can sail serenely off to civilization via a stolen boat, Armendariz must be killed by the returning Hoyos, who is after the treasure he buried on the isle years before. Hoyos, too, is killed, and the lovers are free to leave with as much treasure as they can conveniently carry. Byron Haskin directed.

Running time, 73 minutes. General classification. Release, in March.

Warren G. Harris

'Fury' Midnight Bow

A gala midnight premiere to be attended by many stars of the theatre world will be staged at the Paramount Theatre Thursday for the first New York showing of 20th Century-Fox's "The Sound and the Fury." Each of the picture's stars—Yul Brynner, Joanne Woodward, Margaret Leighton, Ethel Waters and Jack Warden—and Martin Ritt, the director, all graduates of the New York stage, have invited their theatrical colleagues to attend the midnight showing.

Offer Griffith Films

HOLLYWOOD, March 19.—Thirty-seven silent films and 16 scenarios of the late pioneer film producer David Wark Griffith will be put up for sale tomorrow with superior court approval required. Loyd Wright, Jr., attorney for the Griffith estate, filed notice in Superior Court that bids will be accepted at the Wright, Goldwater and Wright law offices.

Dillman is Feted

BOSTON, March 19—Ben Sack, president of Sack Theatres, today hosted a luncheon at the Boston Club for actor Bradford Dillman, star of "Compulsion," followed by a special screening of the film at the Capri Theatre. After the screening 20th Century-Fox held a cocktail party for the actor.

Roach Resigns

(*Continued from page* 1)

board of directors of the Scranton Corp. drew up a slate of eleven directors to be voted on at the annual meeting April 15. Among the 11 are Hal Roach, Sr., Herbert Gelbspan, vice-president of Hal Roach Studios, and Fred J. Schwartz, president of Hal Roach Distribution Co.

After the Scranton Corp. took over Hal Roach Studios several months ago, the latter acquired Schwartz's Distributors Corp. of America, which then became Hal Roach Distribution Co.

Other nominees for the directorate, in addition to the above three, include James D. Johnson, president and chief executive officer; Robert T. Lang, counsel to the stockholders protective committee, and six members of that committee.

'Life' Still Strong

CHICAGO, March 19.—Universal's "Imitation of Life" continued to hold the strong pace it set Tuesday, the first day of its world premiere engagement at the Roosevelt Theatre here, when it grossed $7700 on Wednesday. The two-day figure, $15,800, is running neck and neck with the theatre's previous all-time record.

Cut Cake to Mark 'South' Birthday

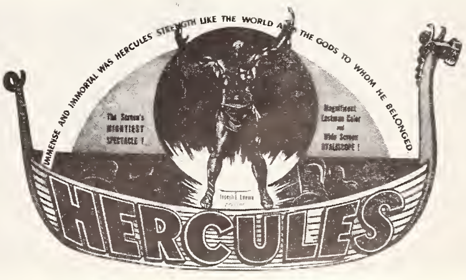
A two-foot birthday cake, iced and be-flowered, was unveiled in the lobby of the Rivoli theatre yesterday afternoon in honor of the first anniversary of the Broadway opening of the Magna-20th Fox picture "South Pacific." George P. Skouras, president of Magna, Frederick A. Wyckoff, president of the Broadway Association, and Nick Mark Justin, managing director of the theatre, were hosts.

The Rodgers and Hammerstein musical, produced in Todd-AO by Magna, opened March 19, 1958, at the Criterion theatre and moved to the Rivoli six months ago.

Joseph M. Sugar, vice president in charge of sales for Magna said, "Since its Broadway opening 'South Pacific' has broken theatre records and is continuing to break them in reserved seat showings in 56 cities of the United States." During its run, he estimated the picture has been seen by approximately 13,000,000 people.—J. D. I.

'Secret Ways' to Heath

HOLLYWOOD, March 19.—Richard Widmark's Heath Productions has just purchased Alistair MacLean's latest novel, "The Secret Ways," which Doubleday is publishing.


IMMENSE AND IMMORTAL WAS HERCULES' STRENGTH LIKE THE WORLD AND THE GODS TO WHOM HE BELONGED.
The Screen's MIGHTIEST SPECTACLE!
Magnificent Eastman Color and Wide Screen DYALISCOPE!
HERCULES

Mr. David Horne
Titra Sound Corp.
1600 Broadway
New York, New York

February 27, 1959

Dear Dave:

Congratulations to you and everybody at Titra Sound Corp. for a fabulous job done on the recording of HERCULES.

I particularly would like to thank Lee Kresel, Salvatore Billitteri and Murray Rosenblum.

Kindest personal regards.

Sincerely,
EMBASSY PICTURES CORP.
Joe Levine
Joseph E. Levine
President

jel h

EMBASSY PICTURES CORP.
1270 Avenue Of The Americas
New York 20, New York
JUdson 2-4358

National Pre-Selling

"HERCULES," the Embassy Picture produced in Eastman color and Dyaliscope, will get a national magazine campaign on an extensive scale. Full color page advertisements will appear in "Life," "Look," "American Weekly," and "Parade" during the first part of July.

Two color ads will be in "Seventeen," "Photoplay," "Modern Screen," "Motion Picture Magazine," "Screen Stories," "Movie Life," "Silver Screen," "Movie Star Parade," and "Movie World." In addition page ads will appear in 20 men's magazines. All these magazine ads are scheduled so that the issues in which they appear will be on the newsstands during the first part of July.

On the local level TV, radio and newspapers will be used extensively to advertise saturation bookings during July and August.

•

A laugh-provoking ad on Walt Disney's "The Shaggy Dog" appeared in the March 16 issue of "Life." This new Disney comedy is the story of Wilby Daniels, a teenage boy, who turned himself into a Bratislavian sheepdog. This new comedy is having a double theatre premiere in New York, at the Broadway Odeon and the 52nd St. Trans-Lux Theatre.

•

The New York opening of "Some Like It Hot" starring Marilyn Monroe, at the rebuilt Loew's State Theatre will be advertised in the New York edition of "T.V. Guide's" March 28 issue.

•

"Pather Panchali," (Song of the Road) the tremendously affecting motion picture about life and death in a tiny village in Bengal, India, receives a laudatory review in the March issue of "Seventeen." The story tells of the simplest things, a father trying desperately to earn enough money to feed and cloth his family. It is released by Edward Harrison films.

•

"Life's" all time high in editorial coverage of motion pictures was established in 1958. According to the Lloyd Hall survey organization, 131,796 lines of editorial matter were devoted to motion pictures last year. Percentage wise this means that almost 6 per cent of "Life's" editorial pages were on motion pictures. Where there is "Life" there must be hope.

•

Anthony Quinn, who rarely plays a sympathetic character, is exceptional as the man of good faith in "The Black Orchid," according to Florence Somers. She has selected this new Paramount film as "Redbook's" picture of the month for March. Sophia Loren is fine in a straight dramatic part, playing the feminine lead.

WALTER HAAS

Soviet Chooses

(*Continued from page* 1)

sian films it agreed to take some time ago.

The State Department hailed the completion of the Soviet selection as an important "initial step in carrying out the terms of the cultural agreement."

Arrangements are now being discussed between representatives of the two countries for the premieres of the first Soviet film to be shown in this country and the first American film to be shown in Moscow. In the past, negotiations have had a way of stretching out longer than anticipated, and officials are hesitant about suggesting any specific time for the premieres.

Several Problems Faced

Mail negotiations are also going on on certain other problems connected with the film exchange: the terms of the specific contracts and the conditions of sale, including how the seven Russian films are to be parcelled out to U. S. companies; technical aspects of printing the films being exchanged; and other problems.

The final Soviet film selections give each of the seven major companies at least one picture to be distributed in Russia. This is understood to have been an American condition for a final agreement and is expected to facilitate arrangements for the distribution here of the Soviet films. All seven companies will handle at least one of the latter, the specific allocation probably being left to a drawing among them.

Had Excluded Columbia

Much of the delay in the completion of the Soviet selection reportedly was due to the requirement that all major American companies' product be represented. The Soviet had picked films from all but Columbia some time ago. It had passed over "Bridge on the River Kwai," after which Sam Spiegel, producer, withdrew it from the list. Thereupon the Soviets decided they wanted it. When it wasn't available. they asked for several additional shipments of prints for screenings in Moscow before choosing "Seventh Voyage of Sinbad."

Bridges Again Attacks U.S.–Russia Film Deal

From THE DAILY Bureau

WASHINGTON, March 19—Senator Bridges (R., N.H.) again attacked the recent Russian-American film agreement, declaring "it will allow the Soviet government a further means of channeling their propaganda into this country."

Bridges called to the attention of the Senate a report that the Soviet Union has recently completed a film based on the life of Paul Robeson. He cited a Manchester newspaper editorial which questioned whether Russia was planning a "series of films glamorizing American subversives which will be foisted on the unsuspecting American public in the name of cultural exchange."

Television Today

'Matty Funday Funnies' To Bow on ABC Oct. 11

"Matty's Funday Funnies," a new series featuring such famous cartoon characters as "Casper," "Herman and Katnip," "Buzzy the Crow" and many others, will be presented on ABC Television Sundays, 5-5:30 P.M., local time, beginning Oct. 11, sponsored by Mattel, Inc.

Had Show in 1955

Mattel, which but four years ago became the first toy manufacturer to advertise throughout the year, has again expanded its advertising budget on ABC Television to sponsor the series fully. Mattel's first network television venture was ABC-TV's "Mickey Mouse Club" in October 1955 when it sponsored one-quarter hour on alternate weeks.

NTA Names 5 Winners In Annual Sweepstakes

Winners of National Telefilm Associates' annual NAB convention prize sweepstakes were announced following a drawing at company's headquarters here.

Those holding winning tickets are Merl L. Galusha, station manager, WRGB, Schenectady, N.Y.; George H. Mathiesen, KYW-TV, Cleveland; Selig J. Seligman, KABC-TV, Los Angeles; R. W. Welpott, WRCV-TV, Philadelphia; Lloyd E. Yoder, vice-president and general manager, WRCV and WRCV-TV, Philadelphia.

Winners will receive a 17-jewel roulette wheel pocket watch.

ABC Elects Barnathan

Julius Barnathan, ABC-TV director of research, has been elected a vice-president of the American Broadcasting Company by the board of directors of American Broadcasting - Paramount Theatres, Inc.

Barnathon has been with ABC since 1954.

Scovotti Assigned

Jim Scovotti has been added to the publicity staff of Louis de Rochemont Associates, assigned to work on the distributing organization's new release, "Embezzled Heaven." Irving Drutman is publicity-advertising manager.

Scovotti, just discharged from the Army where he photographed and scripted "Fort Benning Reports" for the U.S. Infantry Center's Information Office, was formerly film critic for Stearn Publications and "Films In Review."

'Thunder' Here Mar. 25

"Thunder in the Sun," a Seven Arts Production for Paramount release, will have its New York premiere on March 25 at the Brooklyn Paramount Theatre.

'NBC Kaleidoscope' Set for '60 Season

Three new series of special
grams—each based on an "NBC
leidoscope" entertainment progr
are being developed for present
on the NBC-TV Network in the 1
60 season, it was announced by R
F. Lewine, NBC vice president
vision network programs.

Herbert Sussan Supervisor

Lewine said that the three
formats grow out of the entertain
programs scheduled on "NBC Ka
oscope" during the current se
Their development as series of
cials is being carried out unde
pervision of Herbert Sussan,
director of special programs.

Ansco To Be Sponsor Of 'Playhouse 90'

Starting March 26 Ansco, the
tographic manufacturing divisic
General Aniline and Film Cor
tion, will become a sponsor of
Television's dramatic series, "
house 90," it was announced by
Bengtson, director of advertising
sales promotion for Ansco.

The sponsorship of "Playhous
will be the initial phase of Ansco
try into TV advertising.

Fishman News Direc Of ABC West Divisi

Milt Fishman has been name
rector of radio and television ne
ABC's Western Division, it wa
nounced by James G. Riddell,
president in charge of the net
Western Division.

Fishman, who returned to A
Hollywood on May 1, 1950, h
served in 1947-48 as night edi
charge of special events, was r
assistant director in his curren
partment on March 1, 1956.

Senate Plans Hearin On Tax Relief Bill

From THE DAILY Bureau

WASHINGTON, March 19 -
Senate Finance Committee will
hearings sometime after the
recess on a House-passed bill t
major tax relief to exhibitors and
self-employed taxpayers.

The bill would permit se
ployed people to defer taxes on
$2,500 a year of income put in s
retirement funds. Chairman
(D., Va.) had been expected
and delay hearings until next
but he said he would not delay
ings unduly and would let the
ure come to hearings and a vote
time this session, possibly in Ma

The Administration has strong
posed the bill and is considered
to veto it if Congress approves

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 85, NO. 54 NEW YORK, U.S.A., MONDAY, MARCH 23, 1959 TEN CENTS

ard Meets

A Studying ew Means of iversification

an Committee Named
Evaluate Projects

ied Artists Pictures is studying bilities for further diversification e company and has appointed a -man committee to evaluate sev- projects, it was learned here at veekend.

e committee consists of Sherrill in, Paul Porzelt, and Roger Hur- It was appointed at a meeting e board held at the company's York office on Friday.

the present time Allied Artists ı television distributing subsid- Interstate Television Corp. Ex-

(*Continued on page* 7)

enthal President Maryland Allied

Special to THE DAILY

LTIMORE, March 22. — Allied ›n Picture Theatre Owners of land, Inc. at their annual meet- ere named Meyer Leventhal, ex- e of the Philip Scheck Theatre prises, as president. Other newly d officers include Harold De-

(*Continued on page* 7)

ung Land' Premiere Wyoming April 25

world premiere of C. V. Whit- production of "The Young ," starring Pat Wayne, Yvonne , Dennis Hopper and Dan rlihy, will be held in Cody, Wyo-

(*Continued on page* 2)

VISION TODAY—page 7

Ads Announce 'Murder' Dates Before Shooting

The first datings of a motion picture that goes before the cameras this morning are being announced today in the seven New York City daily newspapers and in two Los Angeles papers. The ads announce that Otto Preminger's "Anatomy of a Murder," which starts today on location at Ishpeming, Mich., has been booked into the Criterion, New York, and the Stanley Warner, Beverly Hills, for July by Columbia Pictures, which is handling the release.

The three-column ad was placed by Donahue & Coe, Columbia's advertising agency, in preferred space away from the amusement pages.

Annual Ark. ITO Meet Starts Tomorrow

Special to THE DAILY

LITTLE ROCK, Ark., March 22. — The 40th annual convention of the Independent Theatre Owners of Arkansas will open at the Marion Hotel here Tuesday morning.

According to Mrs. Nona White, secretary-treasurer of ITOA and general convention chairman, featured speakers during the two-day event will include John Rowley of Dallas, president of Rowley United Theatres,

(*Continued on page* 2)

Set Dates to Vote on List, Alden Merger

Proxy statements and meeting notices for the proposed merger of List Industries Corp., parent of RKO Theatres and Glen Alden Corporation were mailed to shareholders of both companies at the weekend. The proposed agreement calls for List Industries shareholders to receive stock in the merged corporation on a share-for-share basis, and would give Glen Alden shareholders five shares for every four now held. Glen Alden would be the surviving corporation.

Combined assets of the merged corporation would be more than $132,-

(*Continued on page* 7)

Compo Dues Collections Running Ahead of 1958

Compo dues collections, although in progress only a week, are exceeding those for the first week of last year's collections, Charles McCarthy, Compo information director, reported at the weekend. McCarthy pointed out that with the reopening of drive-ins beginning this week and next, collections will take another spurt.

He attributed the response to date

(*Continued on page* 7)

UA Changes in Foreign Posts Are Announced

Mo Rothman, who is presently continental manager for United Artists in Paris, will come to New York to join the foreign department executive staff, it was announced by Arnold M. Picker, vice-president in charge of foreign distribution. Picker reported this and other personnel changes at the weekend when he returned here from a two-week European trip.

Mo Rothman

John Lefebre

John Lefebre has been appointed to

(*Continued on page* 2)

UA Withdraws 'Maja' Suit Against P.O.

The legal proceeding brought recently by United Artists against the Postmaster General has been withdrawn by mutual agreement and without prejudice to any future action which may become necessary, it was

(*Continued on page* 2)

'Hard Sell'

Showmanship, Levine-Style, Wins Plaudits

Over 1,000 at Luncheon
Hear Plans for 'Hercules'

(Pictures on Page 6)

Some of the nation's leading exhibitors paid tribute on Friday to the new, dynamic brand of showmanship being displayed by Joseph E. Levine, president of Embassy Pictures, at the trade luncheon at the Waldorf-Astoria Hotel to which he had invited 1,500 guests for the launching of his campaign on "Hercules."

The theme of the exhibitors' tributes was: Levine's showmanship is

(*Continued on page* 6)

Says 'Hercules' Will Be One of WB's Tops

"Hercules" will be one of the most important box office attractions on Warners' schedule this year, Charles Boasberg, Warner general sales manager, told Embassy Pictures' 1,000 luncheon guests at the Waldorf Astoria on Friday.

"I'm happy we were able to get

(*Continued on page* 6)

'Anne Frank' Sales Reach $150,000 Here

Ticket sales for "The Diary of Anne Frank," now playing at the RKO Palace Theatre here on a ten-performances-a-week, reserved seat policy, reached $150,000 late on Friday, it was learned. Long lines of patrons seeking seats for the 20th-Fox picture were at the theatre Thursday and Friday, following rave reviews from the New York film critics.

like color in every scene
Pathé
CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR
LABORATORIES, INC.
NEW YORK AND HOLLYWOOD
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc.; MAURICE SILVERSTEIN, vice-president of Loew's International, and ARNOLD MAXIN, president of MGM Records, left New York at the weekend for Europe.

•

CHARLES OKUN, head of theatrical sales for Coca Cola, and MRS. OKUN, left here yesterday for Chicago and San Francisco, from where they will go to Las Vegas for the International Variety Clubs convention opening there March 31.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit from New York.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising - publicity head, returned to New York over the weekend from Cleveland.

•

JOSEPH WOHL, president of International Film Distributors, will leave here on Wednesday for a two-week trip to Latin America.

•

DR. PIETRO FRANCISCI, director, will return to Italy tomorrow aboard the "Augustus."

•

IRVING RUBINE, vice-president of Highroad Productions, and CARL FOREMAN, executive producer, will return to New York today from Europe.

•

GEORGE GLASS and WALTER SELTZER, returned to Hollywood over the weekend from New York.

'Compulsion' Due Apr. 1

Twentieth Century-Fox's "Compulsion," CinemaScope adaptation of the Meyer Levine novel, will open its New York engagement on Apr. 1 at the Rivoli Theatre on a continuous-run basis. It will follow the more-than-one-year Broadway run of "South Pacific."

DRIVE-INS!
Start Your Season Right...
Open With Our Custom Produced
FULL COLOR
NARRATED
WELCOME BACK
TRAILER
NATIONAL SCREEN SERVICE

'Young Land'

(*Continued from page 1*)

ming, April 25, it was announced at the weekend by Paul N. Lazarus, Jr., vice-president of Columbia Pictures.

Preceding the premiere, the new Gertrude Vanderbilt Whitney Gallery of Western Art at Cody will be dedicated with a permanent exhibit of originals, both painting and sculpture, by such artists of the Old West as Frederic Remington and Charles M. Russell.

The gallery will be dedicated by C. V. Whitney whose specific donation from the estate of his mother generated its construction. The building, which cost in excess of half a million dollars, features a main gallery 240 feet in length.

Attending the premiere and dedication of the gallery will be Pat Wayne, who plays his first starring role in "The Young Land," and executives of Columbia Pictures and the Whitney organization.

Arkansas Meeting

(*Continued from page 1*)

whose subject will be "Future Show Business," and M. A. Lightman, Jr. of Memphis, new president of the Malco Theatre Circuit, who is scheduled to speak on the American Congress of Exhibitors.

W. L. Pullen, vice-president of ITOA and district manager of the Rowley Theatre circuit, will discuss the "Value of Tape Recordings and Saturation," and M. S. McCord, president of United Theatres, Inc., a North Little Rock chain, will discuss "The Consent Decree."

Other subjects will be "TOA and You," by George Roscoe, TOA, and "A Look Into Arkansas' Future" by B. Finley Vinson, vice-president of the 1st National Bank here. Tax problems of theatres will be discussed by Charles Eichenbaum, Little Rock attorney, and Ray Morris, local accountant.

Panel discussions "Shooting for Dollars," with K. K. King as the moderator and "Advertising – Questions and Answers" with Bruce Young the moderator are also on the program. Following a smorgasbord dinner Tuesday evening, a production called "Show Stoppers" directed by Betty Fowler and Jan Newby, will feature professional talent.

Luncheons will be sponsored by American International Pictures and Manley, Inc. The affair will close with a dance following the Coca-Cola-sponsored banquet Wednesday evening.

Heineman to Speak

William J. Heineman, United Artists vice-president in charge of distribution, will discuss the company's new sales policy at a trade press conference here tomorrow.

UA Appoints Kesten To Newspaper Post

Steve Kesten has been appointed to the newly-created post of assistant New York newspaper contact for United Artists, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation. Kesten joined UA's exploitation department in November, 1957. He is replaced by William Schneider. Kesten will now be a member of the publicity department headed by Mort Nathanson.

Sidewalk Will Be Stage For 3 'Tempest' Stars

Viveca Lindfors, Geoffrey Horne and Oscar Homolka, three of the stars of Paramount's "Tempest," will join in a sidewalk celebration here in front of the Capitol Theatre on Broadway from 2 to 4 P.M. on Thursday, the opening day for the picture. The event will be covered by the ABC radio network.

Van Heflin, another star of the film, will address the theatre-front gathering over a telephone public-address system from Hollywood.

Marchi Bill Unreported

ALBANY, N. Y., March 22 – Through Friday, the Senate finance committee had made no report on the Marchi bill, increasing the charge for reviewing by the State Education Department's motion picture division of original films from $3 to $4 per thousand feet, but reducing the rate for prints from $2 per thousand feet to $4 for "each additional entire copy."

With the legislature scheduled to adjourn on Wednesday, time for action by committee and possibly by the upper house, is growing very short.

Sheekman to Do Script

HOLLYWOOD, March 22 – Arthur Sheekman has been set by producer Fred Kohlmar to co-write the screenplay for "The Wackiest Ship in the Navy," which will be filmed for Columbia Pictures release by Kohlmar's independent production company. The story, which appeared in "Argosy" magazine is by Marion Hargrove and Herb Carlson.

Twyman as Consultant

Margaret G. Twyman, director of MPAA's Community Relations Department, will serve as consultant in an advisory capacity on the public relations committee of the United Church Women for 1959 through 1961.

The United Church Women is a part of the National Council of the Churches of Christ in the U. S. A.

UA Change

(*Continued from page 1*)

succeed Rothman as continental n ager. A newcomer to UA from Century-Fox, where he served i similar capacity, Lefebre will join company on May 15.

Eric Pleskow Promoted

Eric Pleskow, formerly manage Germany and more recently assis to Rothman, has been named assis continental manager. Both Lefebre Pleskow will work in close coop tion with Charles Smadja, who pervises UA's operations in Eu and is vice-president in charge of ropean production.

Giulio Ascarelli, veteran film licist, has been appointed directo advertising, publicity and exploita for Continental Europe and the dle East, effective May 2. He form held a similar post with 20th Cent Fox. Mrs. Kato Fenton-Dormer serve as Ascarelli's assistant.

Ornstein Duties Expanded

Rounding out the new appo ments, George Ornstein, who is representative in Spain, will ass additional duties as Charles Sma assistant for production matters Spain.

UA Withdraws

(*Continued from page 1*)

announced here at the weekend Seymour M. Peyser, vice-presi and general counsel of U. A.

"The Government affidavits s that the proposed advertisement the motion picture 'The Naked M containing a photographic repro tion of the famous Goya painting the same title, was never banne declared to be unmailable by Post Office Department," Pe stated.

Will Proceed with Campaign

"Prior to the receipt of these davits we certainly were led to lieve that the Post Office had finitely expressed such an opin In the light of these subsequent equivocal statements, and in the sence of any indication in the pa filed by the Government that regard the ad containing the figure as obscene or otherwise mailable, we intend to take then their word and to proceed with advertising campaign as origin planned."

'Shane' Re-Release Se

Paramount will re-release "Sha starring Alan Ladd, Jean Arthur Van Heflin, it was disclosed on day. Produced and directed by Ge Stevens, the film will be backed a complete and entirely new adve ing-promotion campaign.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Ec Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, V ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents ir principal capitals of the world. Motion Picture Daily is publisbed daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-I dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eacb published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

PARAMOUNT
THUNDERS
THE COMING OF
TEMPEST

ON BILLBOARDS Nation-wide saturation! 1,000 boards—half of them night-lit—viewed by more than 62,000,000 people!

ON TELEVISION Market-by-market penetration promotions featuring spectacular TV trailers!

IN THE MAGAZINES Virtually every circulation book set for sweeping coverage! Exciting feature coverage! Sensational pictorial coverage! All adding up to audience-pulling word-of-mouth!

ALSO—ALL OUT ON **BOOK TIE-INS, RECORD TIE-INS, SPECIAL NON-THEATRICAL PROMOTION TO EXPLOIT HISTORICAL IMPORTANCE, SCHOOL, COLLEGE AND NATIONAL ORGANIZATION PROMOTIONS!**

To take full advantage of this vast and varied national promotion—check the special SUPER-SHOWMANSHIP PRESS BOOK for hard-hitting, local selling ads and spectacular point-of-sale displays!

. . . AND KEYNOTING THE ENTIRE CAMPAIGN . . .

PE

ME

JOSEPH I
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NATIONAL SCREEN SERVICE

'Young Land'

sales policy at a trade press conference here tomorrow.

UA Appoints Kesten

a part of the National Council of the Churches of Christ in the U. S. A.

UA Change

a complete and entirely new adv
ing-promotion campaign.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E
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Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-
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Paramount makes THE BIG POINT ABOUT BIG ENTERTAINMENT by aiming this big message straight at small screen viewers in an UNPRECEDENTED, 2-PAGE, FULL-COLOR AD IN TV GUIDE!

as SEEN in TV GUIDE

IN FULL COLOR!

Reaching
7,000,000
homes
26,284,000
readers
12 years and
older every week!

Far and away
America's Best
Selling Weekly

[illegible]
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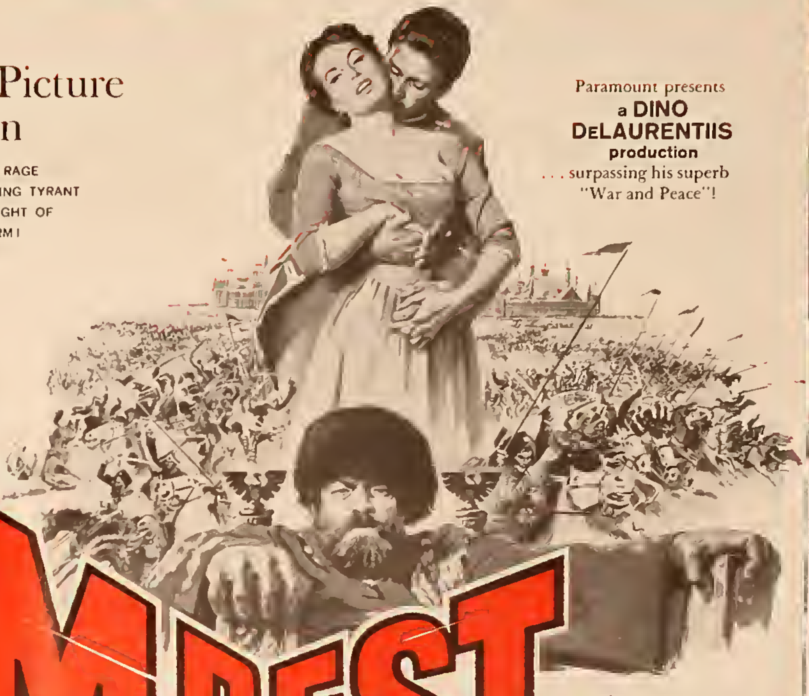
Only On the Big Motion Picture Theatre Screen

A NATION IN CHAINS REBELLING IN ITS RAGE
A FEARLESS LEADER PITTED AGAINST A CUNNING TYRANT
AN EMPIRE SWEPT BY THE MASSED MIGHT OF
AN OVERWHELMING HUMAN STORM!

Filmed in
Technicolor®
and
Technirama®



Paramount presents
a **DINO DeLAURENTIIS**
production
. . . surpassing his superb
"War and Peace"!

TEMPEST

At your
local theatre
SOON!

Starring VAN HEFLIN · SILVANA MANGANO · VIVECA LINDFORS · GEOFFREY HORNE Produced by DINO DeLAURENTIIS
Co-Starring OSCAR HOMOLKA · HELMUT DANTINE · AGNES MOOREHEAD · ROBERT KEITH and VITTORIO GASSMAN · Directed by ALBERTO LATTUADA · Screenplay by Louis Peterson & Alberto Lattuada · Based on a novel by Alexander Pushkin

Showmanship, Levine Style, Wins Plaudits

(*Continued from page* 1)

an inspiration. The industry needs more Joe Levines.

Among those voicing the tributes were Samuel Rosen, executive vice-president of Stanley Warner; Sol A. Schwartz, president of RKO Theatres; officials of mass media publications; Lionello Santi, president of Galatea Films, which produced "Hercules" in Rome; Pietro Francisci, director of the picture, and Charles Boasberg, general sales manager of Warner Bros., U. S. distributor of the picture.

AT THE "HERCULES" 'explodation' luncheon: Above, left to right, Edward Hyman, Gene Picker, Russell Downing, and Arthur Lockwood. Below, seated, Pietro Francisci, "Hercules" director; Lionello Santi, producer, and Sam Rosen; standing, Joe Levine and Charles Boasberg. Left, Sol Schwartz and Joe Levine.

Levine, in turn, paid tribute to Rosalie Harrison Levine, "the real showman in our family—my wife," whom he credited with the eye-catching decoration scheme for the tables which overflowed the hotel's Grand Ballroom.

The luncheon itself, the cost of which experienced hands at such things estimated to be in the neighborhood of $15,000, was a masterly stroke of showmanship. The guests included over 1,000 exhibitors, industry officials and representatives of press and radio-TV. They enjoyed a cocktail reception before proceeding to the ballroom for an elaborate luncheon, accompanied by wine and continuous music by Meyer Davis and his orchestra. Huge cutouts of "Hercules" and spectacular 24-sheets covered the walls and boxes of the ballroom.

Models in ancient Roman robes passed among the diners distributing spectacular "Hercules" press books. Vaughn Monroe sang the title song of the film, which he had just recorded for RCA Victor; a liberal variety of showmanly trailers produced by National Screen Service were shown, ranging from wide screen trailers in color for the modern theatre to black-and-white versions for television.

In between, Levine employed communications officials to help describe what he has termed an "explodation" campaign. His explanation of the term was that after describing his exploitation plans to S. H. Fabian and Rosen of Stanley Warner, Rosen exclaimed, "You're not going to launch this picture, you're going to explode it."

Among those helping to tell the story of the "Hercules" campaign were Larry Hanson of Look magazine, William Falk of Life magazine, Mrs. Helen Meyer, Dell Publications; Harry Meyers, American Weekly; Edward Kimball, Parade magazine, and James Barry of WRCA-TV. Within 10 days during July, when the picture will be released to 600 theatres simultaneously, full-page, four-color ads will appear in the five publications.

Additionally, full-page ads will appear in Seventeen magazine and eight national movie-fan magazines, and in 25 national men's magazines. Full-page, four-color ads will be in individual Sunday roto magazine sections and in run-of-paper positions in many newspapers around the country.

One of the heaviest TV saturation campaigns on any picture will be conducted concurrently in every local market, and radio and daily papers will be used extensively. A full-page ad keyed to Friday's luncheon and the story of the exploitation plans for the picture appeared in yesterday's N.Y. Times. The entire campaign is under the direction of Sid Blumenstock, Embassy advertising - publicity director, and Bill Doll, vice-president.

Francis Redstone, Boston exhibitor, was master of ceremonies at the luncheon.

— FOR RENT —
FILM CENTER BLDG.
630-9th AVE.
Blockfront 44th-45th Sts.
4,000-20,000 SQ. FT.
WILL DIVIDE
Off Street Loading
Projection Room. Film Vaults.
NEWMARK & CO.
Mr. Karlin OX 5-2200

Springer Joins Jacobs

John Springer has joined the Arthur P. Jacobs Company where he will be in charge of personalities and motion pictures departments, under Irving Windisch, vice-president of the organization and head of the New York office. For the past two years, Springer has been in charge of magazine publicity at 20th Century-Fox. Prior to that he handled magazine publicity at RKO Radio Pictures from 1946 through 1956.

Schwartz' Price Worry Comes Too Late

Sol Schwartz, RKO Theatr dent, drew laughter at the "H luncheon when he said, "N Warners has the picture, th new prices for it."

Charles Boasberg, Warn manager, laughingly i Schwartz, "We've already deal with your film buyer."

Calls It 'To

(*Continued from page*

this picture," he said. "We t tremendous box office. And easiest picture to sell we've e We sold 2,000 dates in a w next July, the first week we picture."

Boasberg read a telegra Benj. Kalmenson, Warners e vice-president, who is in C congratulating Joseph Levir bassy president, on his camp the picture.

Calls Showmanship 'Gre

"This luncheon," Boasbe cluded, "is in itself one of t est showmanship jobs I've e This industry needs more vines."

A similar sentiment was v Samuel Rosen, Stanley Wa ecutive vice-president, who and his partner, Si Fabian have felt we were in a dying We have felt many times t the business needs is more Levine. We exhibitors will s hind this picture and will gi value it shows at the box of wish we could do more, Federal laws prohibit."

'None Can Make a Better P

Sol Schwartz, RKO Theat ident, after listening to a fe of appreciation from the prod director of the picture, wh from Rome to attend the l said "We have some people c who may be able to spea English, but none that can better picture than 'Hercules.

"I am thrilled by anyone wh into our business and gives stimulation that Joe Levine c campaign is the greatest."

Sherwood, Veteran Director, Dies in N

John F. Sherwood, 53, working in New York as di the second unit of Universa Way the Wind Blows," wa stricken here last week. He l taken to the Hospital for J seases for treatment of a h ment, and died there on Th

With Universal for 25 yea wood was an original me Screen Directors Guild. He vived by his wife, Patricia, wood.

A Studying

(Continued from page 1)

ly what further diversifications is
ng considered could not be ascer-
ied at the weekend.
At the meeting Friday Steve Broidy,
sident, reported to the board on
company's film production pro-
m for the coming year. Also dis-
sed was the outstanding success
the box office of two current re-
es, "The House on Haunted Hill"
"Al Capone."

Company Officials Participate

'resent at the meeting, in addition
Broidy, were W. Ray Johnston,
irman; Edward Morey, vice-pres-
nt, Corwin Hurlock, Porzelt; Nor-
V. Richey, and Herman Rifkin.
rge D. Burrows, executive vice-
ident and treasurer, was unable
ttend due to illness.
roidy and Sanford Abrahams, new-
appointed advertising - publicity
ctor, will meet trade press rep-
ntatives at the company's home
e this morning. Abrahams plans
pend several weeks in New York
campaigns for upcoming releases.

t Dates to Vote

(Continued from page 1)

000. The merger agreement was
roved by the List Industries and
Alden boards of directors ear-
this month.
oting on the merger agreement
take place at the List Industries
al meeting on April 10 at the
lington Hotel, New York. Share-
ers of record March 10 are en-
d to vote.
hareholders of Glen Alden are to
on April 21 at the Sterling Hotel
Vilkes-Barre, with shareholders of
rd March 30 entitled to vote.

mpo Dues

(Continued from page 1)

ompo's new program which, basic-
encompasses all activities which
t both exhibition and distribution.
po's current efforts are being di-
d against censorship measures on
mber of fronts and on behalf of
otion and publicity for the Acad-
Awards telecast on April 6.
ie Compo dues collections are be-
nade by film salesmen under area
men. Distribution companies, by
ement, match all exhibitor con-
tions to Compo, dollar for dollar.

ard for Cinerama

AVANA, CUBA, March 22. — At
remiere of Cinerama's third pro-
on, "Seven Wonders of the
d," Teatro Radiocentro and the
ey Warner Cinerama Corp. re-
d what is comparable to the
ican "Oscar" — El Trofeo Val-
. The award for 1958 from the
racion de Redactores Cinemato-
os y Teatrales de Cuba (Asso-
n of Cinema and Theatre Writ-
Cuba) was presented by Victor
y, president of the Association.

Louvau Joins S.G. Station Operations

Norman Louvau has joined Screen Gems to spearhead the TV film company's expansion into TV station ownership and operation, it was announced by Ralph M. Cohn, president of the Columbia Pictures TV subsidiary. With the title of general manager of station operations, Louvau will be responsible, in the first instance, for negotiating purchase of stations, and ultimately of supervising their operations.

Louvau has just resigned as general sales manager of KRON-TV, San Francisco. He was also in charge of film buying and took part in the major programming efforts of the station, an NBC affiliate. Louvau joined KRON 12 years ago, when it was an FM station, and became general sales manager when it received its TV grant in 1949.

'Tactic' Now Set for 114 TV Stations

"Tactic," a weekly series of six half-hour television programs featuring leading creative personalities utilizing their special talents to show how they would inform the public about the proper attitudes toward cancer control, has been scheduled by 114 stations including 33 educational TV stations and 81 NBC commercial outlets. It is expected that all NBC owned stations and affiliates will book the series for showings on a delayed basis via kinescopes.

The programs, originally telecast through NBC network facilities directly to educational stations, was produced by the National Broadcasting Company in cooperation with the Educational Television and Radio Center and the American Cancer Society.

TV Campaign for 'Hot' Gets Underway

The heaviest television campaign in United Artists promotion history has been set for "Some Like It Hot," which is opening across the country for Easter holiday engagements.

First phase of the video campaign takes place via 27 major stations in Baltimore, Boston, Buffalo, Chicago, Cleveland, Denver, Kansas City, Los Angeles, Miami, New Orleans, Philadelphia, Pittsburgh, St. Louis and Washington, D. C. The same TV pattern will be followed with subsequent regional premieres.

Leventhal Elected

(Continued from page 1)

Graw, vice-president; C. Elmer Nolte, Jr., treasurer; James L. Whittle, executive secretary and Mrs. Helen Diering, secretary.

The new board of directors is made up of Leon Back, Walter Gettinger, Jacob Levin, Edward Perotka, J. Stanley Baker, John Manuel, Louis Gaertner and D. M. DeLauney, all of whom are exhibitors.

Television Today

IN OUR VIEW

IT IS indeed gratifying and encouraging that President Eisenhower has stepped into the controversy over the "equal time" provision of the Federal Communications Act, even though the Chief Executive's participation is by indirection, as necessarily it must be. It is noteworthy that the President, when he was made aware of the situation through discussion of the matter in the newspapers, took immediate steps to bring about a remedy for a situation which he himself described as "ridiculous."

The "ridiculous" provision is a Federal requirement that all radio and television stations afford equal time for all candidates for any public office. The Federal Communications Commission recently held that news presentations fall within the meaning of the controversial Section 315. The President instructed Attorney General William P. Rogers to look into the situation promptly, to determine whether remedial legislation could be prepared or other appropriate action taken.

•

It was pointed out by the President's Press Secretary, James C. Hagerty, that the President was not finding fault with the FCC, which was merely carrying out the law as it stood, which the FCC itself has asked be changed. The whole matter came sharply to light recently when Lar Daly, candidate for the Chicago Mayoralty, complained to the FCC, demanding "equal time" from local television stations after Mayor Richard J. Daly, candidate for reelection, had appeared on regularly scheduled news telecasts. The commission decided, by a vote of four to three in an initial ruling that Section 315 applied to news programs as well as avowedly partisan speeches of political candidates.

Chairman John C. Doerfer of the FCC, speaking before the National Association of Broadcasters in convention in Chicago last week, called for repeal of the section at issue. He had voted with the minority in the Lar Daly case.

•

Mr. Doerfer properly called for a policy under which the FCC could readily distinguish between news and "political presentation" in determining "equal time" problems.

It is highly significant that Mr. Hagerty, presumably voicing an opinion of the President, and in explanation of the President's reaction to the situation, said it was "ridiculous" to attempt to say by law how the news was to be presented by television or radio. Certainly it must be obvious that dictation as to news content, handling and manner of presentation is inconceivable anywhere except in a police state. We have not yet reached that point!

Mr. Doerfer observed that it would be a responsibility of the station to so conduct its handling of these matters as to make cartain that the charge of deliberate coloring of news presentation to favor a candidate for office cannot be leveled against the station. With license renewals coming up every three years it is not likely that a station would take a chance of jeopardizing its license to operate by such unethical practice.

In any event, it is heartening to find the President alert to take action in a situation concerning a communications medium where an obvious inequity exists.

—*Charles S. Aaronson*

Ross Forms Int'l Film-TV Division

Wallace A. Ross, for the past two and a half years public relations counsel to the Film Producers Association of New York and previously publisher of Ross Reports On Television, has formed an international film-TV relations division to promote a television commercials national festival and forum in New York next March.

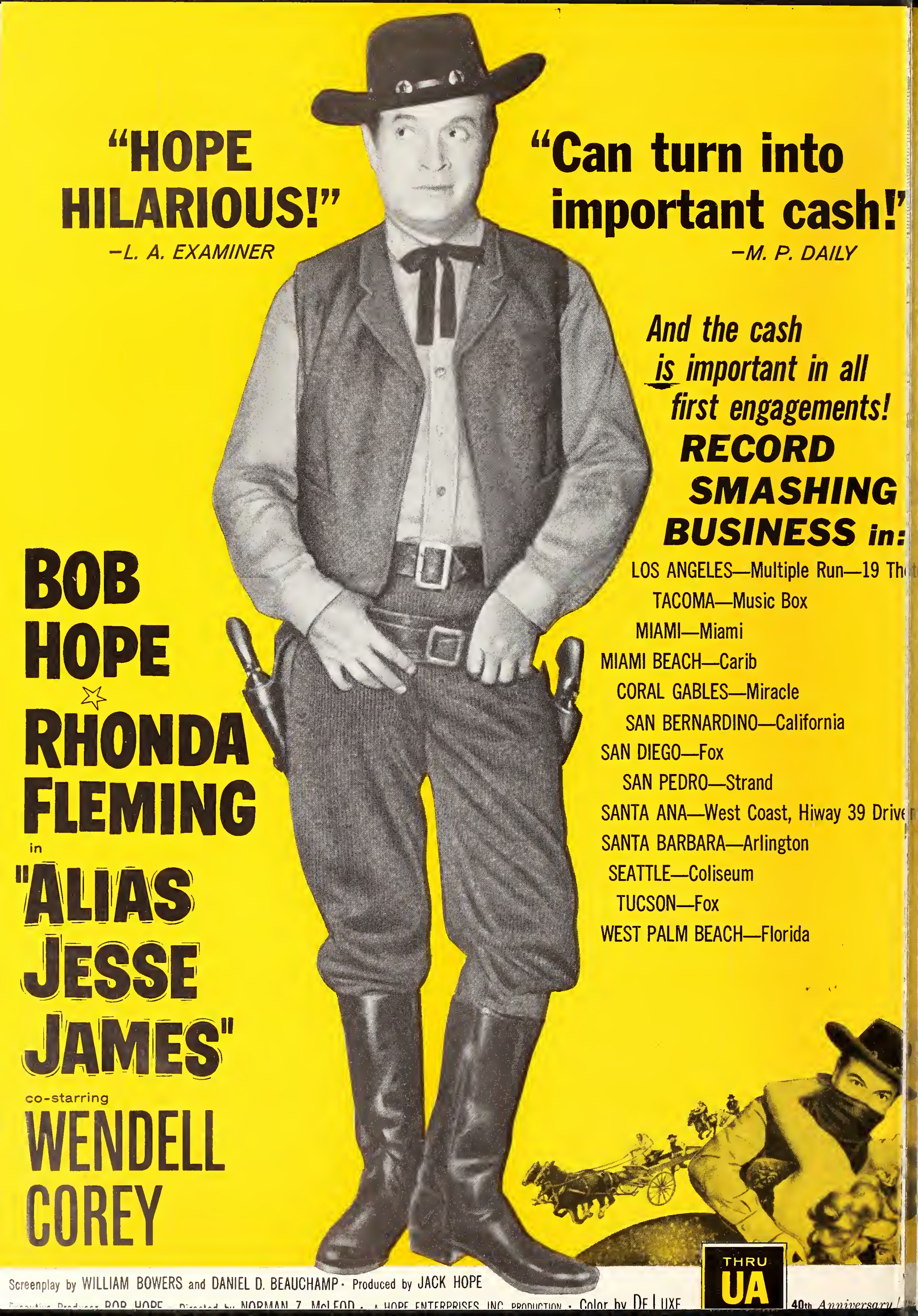
To Attend 5 Festivals

He leaves April 9 on the Liberte to represent independent producers of business, documentary and television advertising films at five festivals in Europe this summer — Harrogate, England, April 21-24 (business-documentary); Cannes, May 1-15 (features) and June 9-13 (advertising); Venice, July 2-12 (business-documentary); and Edinbugh (features-documentaries) in September. In August, with several commissions to report on Russian reaction to the American National Exhibition in Moscow this summer, he'll visit the U.S.S.R.

Eric Johnston on NBC To Aid Academy Show

Eric Johnston, president of the Motion Picture Association of America, will appear on the NBC radio network on "Night Line" and "Monitor" via taped interviews that he is making in Washington to help in the promotion for the Academy Awards simulcast, according to word from Sid Zins, exploitation chairman in the nation's capital. Johnston also is making radio tapes for local use.

EVERY DAY ON EVERY CHANNEL TV
BROOKS COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800



"HOPE HILARIOUS!"
—*L. A. EXAMINER*

"Can turn into important cash!"
—*M. P. DAILY*

And the cash ***is*** *important in all first engagements!*

RECORD SMASHING BUSINESS in:

LOS ANGELES—Multiple Run—19 Th
TACOMA—Music Box
MIAMI—Miami
MIAMI BEACH—Carib
CORAL GABLES—Miracle
SAN BERNARDINO—California
SAN DIEGO—Fox
SAN PEDRO—Strand
SANTA ANA—West Coast, Hiway 39 Drive
SANTA BARBARA—Arlington
SEATTLE—Coliseum
TUCSON—Fox
WEST PALM BEACH—Florida

BOB HOPE
☆
RHONDA FLEMING
in
"ALIAS JESSE JAMES"
co-starring
WENDELL COREY

Screenplay by WILLIAM BOWERS and DANIEL D. BEAUCHAMP · Produced by JACK HOPE
Executive Producer BOB HOPE · Directed by NORMAN Z. McLEOD · A HOPE ENTERPRISES, INC. PRODUCTION · Color by DE LUXE

THRU
UA

40th *Anniversary*

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 85, NO. 55 NEW YORK, U.S.A., TUESDAY, MARCH 24, 1959 TEN CENTS

)ptimistic

Broidy Sees AA Operations In Black Soon

Six High Budget Films On Schedule; 10 Others

On the basis of current and forthcoming product prospects Allied Artsts will finish the current fiscal year ending une 30 in the black and will how a profit or the first quarter of the new year, Steve Broidy, presi-ent, said at a press confernce in the home office yes-erday.

Steve Broidy

Allied Artists ost $1,180,000 ast year and ver $2,000,000 the year before.

Broidy's forecast is based on box

(*Continued on page* 3)

uggests Area Meetings To Increase Attendance

Special to THE DAILY

RICHMOND, March 23, 1959. — egional exhibitor conventions of reater scope than those represented y local or single-state associations ould be of greater value to exhibiors and might help to solve the probm of dwinding attendance at exhibior conventions, Carlton Duffus, excutive director of Virginia Motion icture Theatre Assn., believes.

Duffus, while stating that the Vir-

(*Continued on page* 2)

Embezzled Heaven' s Cited by Legion

The National Legion of Decency nnounced that it has placed the ouis de Rochemont release, "Emezzled Heaven," based on the well nown novel of Franz Werfel, in its 1 classification (morally unobjectionle for general patronage). At the ame time the Legion stated that this

(*Continued on page* 3)

'Back to Cinema' Campaign Proves Big Success in Britain

By PETER BURNUP

LONDON, March 23.—With the conclusion tomorrow of ABC's national "Back to the Cinema" campaign, there is the most complete evidence that the drive has been an unqualified success, both in its effect on the box office and in stimulating keenness and enthusiasm among the circuit's management.

In making this statement both D. J. Goodlatte, managing director, and William Cartlidge, general manager, of Associated British Cinemas, also point to the unique interest which the campaign created not only in this country but in Australia, America and Canada.

In Britain there is factual proof that the campaign captivated the pub-

(*Continued on page* 2)

Levy Here for New Deal with Columbia

By VINCENT CANBY

Negotiations for a new multiple-picture contract are expected to be concluded today between Columbia Pictures and French producer Raoul Levy, the latter told the trade press at luncheon here yesterday in the Columbia home office. Levy, producer of the Brigitte Bardot film, "And God Created Woman," shared the interview spotlight with Henri-Georges Clouzot, one of France's best known

(*Continued on page* 2)

Praught Installed As New UDT President

Special to THE DAILY

DETROIT, March 23.—Woodrow R. Praught was installed as president of the 21-theatre United Detroit Theatres circuit here today at a meeting of managers by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

Hyman, who was accompanied here by Ben Levy, also addressed the meeting on orderly distribution.

At the same time, it was announced that Don Allen has been promoted to

(*Continued on page* 2)

Skouras Will Receive Plaque from Army

From THE DAILY Bureau

WASHINGTON, March 23. — The Department of the Army will present a special plaque Thursday noon to 20th Century-Fox president Spyros Skouras in appreciation of two short subjects produced by Fox Movietone News.

The plaque will be awarded by Army Secretary Drucker for "outstanding cooperation and interest in the production of excellent CinemaScope color motion picture short subjects" on the Army. One short being cited is "Rockets Roar at White Sands" and the other is titled "Fireworks For Freedom."

High Court Rejects D.C. Clearance Suit

From THE DAILY Bureau

WASHINGTON, March 23.—The Supreme Court today refused to review lower court decisions upholding the film clearance system in the Washington, D. C., area.

The system was challenged by Orbo Theatre Corp., which operates the Villa Theatre in Rockville, Md. It challenged the system under which it gets pictures at least 21 days after they play first-run theatres in downtown Washington, and asked $660,000

(*Continued on page* 3)

1,000 Theatres File Formal 'Oscar' Pledges

Formal pledges of participation in the "Oscar" telecast promotion already have been received from approximately 1,000 theatres, Charles E. McCarthy, Compo information director, reported yesterday.

"Judging from the number of pro-

(*Continued on page* 2)

J. H. Stevens Dies; Para. Midwest Manager

Special to THE DAILY

CHICAGO, March 23.—J. Harold Stevens, Paramount Pictures' Mid-Western division manager, died here yesterday, following illness which recently caused him to take a leave of absence from his duties. His age was 58.

Funeral services will be held Wednesday morning at the Meyers

(*Continued on page* 3)

One Trial Per Market

FCC Approves Limited Tests Of Toll-TV

Harris Meet Tomorrow For 'Concurrent Action'

By J. A. OTTEN

WASHINGTON, March 23. — The Federal Communications Commission in a sudden about-face today said it would consider immediately applications from television stations for very limited tests of toll television systems.

The commission had previously promised to wait to process applicacations until after the current session of Congress, but apparently won agreement from key lawmakers to go ahead sooner. It said it felt its announcement was "consonant with

(*Continued on page* 3)

Foreign Film Importers To Form Trade Group

A wide-ranging successor to the defunct International Motion Picture Organization is being mapped by representatives of at least 24 foreign film importers and distributors, it was reported here yesterday by Richard Brandt, temporary chairman.

Richard Brandt

The new organization, which will probably take the name of that earlier body, one that has never been legally

(*Continued on page* 3)

Walt Disney to Hold Meeting in London

From THE DAILY Bureau

LONDON, March 21 (By Air Mail).—For the first time in the history of the company Walt Disney Productions is to stage its international convention in London. This is also the

(*Continued on page* 3)

PERSONAL MENTION

CHARLES BOASBERG, Warner Brothers general sales manager, has returned to the Burbank studios from New York.

•

WILLIAM S. PALEY, chairman of the board of CBS, left New York yesterday via B.O.A.C. for Montego Bay, B.W.I.

•

JAMES H. NICHOLSON and SAMUEL Z. ARKOFF, heads of American International Pictures, have arrived in Rome from New York.

•

ROBERT RICH, general sales manager of United Artists Associated, and DON KLAUBER, national sales manager, have returned to New York from Toronto.

•

WILLIAM OSBORNE, Far Eastern supervisor for Allied Artists International, has arrived in Tokyo from New York.

•

BRUCE EELLS, executive vice-president of United Artists Television, left New York at the weekend for Hollywood.

•

KENNETH WINCKLES, managing director of the J. Arthur Rank Organization, will return to London today from New York via B.O.A.C.

SPG To Meet Tonight On Wage Negotiations

The Screen Publicists Guild will meet tonight to decide whether to notify 20th Century-Fox and Warner Bros. that the union's contracts with the motion picture companies will be terminated April 11 if no agreement in the current labor-management wage dispute is reached by that date. The legal deadline for filing such notification is Friday.

The Guild membership will make its decision tonight following reports on the outcome of meetings with Fox and Warner management representatives during the past week. A negotiating session will be held between union and Fox officials at 10:30 this morning.

'Green' Does $100,000

M-G-M's "Green Mansions" grossed a big $110,000 for its first four days at Radio City Music Hall, the company said yesterday. Saturday business was said to be the best for a first Saturday for an M-G-M film in 3½ years, excluding a holiday weekend.

Levy Arrives

(*Continued from page 1*)

directors and who is on his first visit to this country.

Clouzot, who shattered U.S. nerves and set new box office records with his "Diabolique" and "The Wages of Fear," will write and direct the first film to be made under Levy's new Columbia deal, "Verité," for which Miss Bardot has been set to star.

Although he declined to divulge all the details of the new contract, on the grounds that it was still being negotiated, Levy said it would probably run for three years and call for between one and three films. As in his previous Columbia commitment, which he is just winding up, the U.S. firm is providing a major part of the financing as well as distribution facilities.

This earlier deal involved "The Night That Heaven Fell," the soon-to-be released "In Case of Emergency," the recently completed "Babette Goes to War," all of which star Miss Bardot, and "San Francisco Regatta."

'Delighted' by Success Here

Clouzot told the press that the U.S. success of "Diabolique" and "Wages of Fear" both "surprised" and "delighted" him. He also confessed that he had a property in mind which he would like to shoot in New York. Neither he nor Levy seemed too concerned about any so-called crisis in the current French film industry. The subject of the French government's aid law, which provides a system of subsidies for producers and which will probably be extended beyond its December 30, 1959 expiration date, prompted Levy to comment that its principal function was to provide financing for "a lot of pictures which should not have been made in the first place."

Will Seek to Expand Unemployment Benefits

From THE DAILY Bureau

WASHINGTON, March 23. – The Administration will shortly ask Congress to expand the coverage and boost taxes under the unemployment compensation system.

Labor Secretary Mitchell reported this at the White House today after President Eisenhower's meeting with state governors. Mitchell said the Administration would ask coverage for all businesses with one or more employes; now only firms with four or more workers are covered. He said the Administration would also seek to have the unemployment tax based on the first $4,200 a year of worker earnings, instead of $3,000 as at present.

Four 'Life' Openings Set Universal Records

Universal's "Imitation of Life" is off to the greatest business in the history of the company, spokesmen said yesterday, with the first four dates indicating a potential blockbuster matching "The Glenn Miller Story," the company's all-time record grosser, and outdistancing "To Hell and Back," "Magnificent Obsession" and "Written on the Wind," the company's biggest grossing films.

The first six days at the Roosevelt Theatre in Chicago totalled $48,200, setting a new all-time high for a Universal picture, and matching the 37-year house record set last summer by "The Defiant Ones." The first three days at the Hippodrome Theatre in Cleveland were $23,600, a new all-time high for any picture from any company to play the house. The first three days at the Golden Gate in San Francisco and the Paramount in Los Angeles set new all-time highs for U-I pictures. Former did $14,300; latter, $12,500.

Suggests Meetings

(*Continued from page 1*)

ginia organization has had "very good attendance at nearly all our conventions or meetings for a good many years," advocates extending its conventions to include exhibitors from Pennsylvania, Maryland, Delaware, District of Columbia and the Carolinas.

"It would bring together exhibitors from the big metropolitan centers as well as smaller communities. I believe that a series of such conventions at strategic points throughout the country, sponsored by exhibitor organizations and properly supported by production, distribution and suppliers, would benefit the industry to a great extent," Duffus said.

Sees National Meets 'Too Large'

He added that he believes national exhibitor conventions "have grown too large for most exhibitors to get much out of them," and the regional meetings sometimes offer too little. The area convention could be the successful, happy medium, he believes.

Praught Installed

(*Continued from page 1*)

general manager of Tri-States Theatre Corp., Des Moines. Allen has been co-manager of that circuit with Praught since 1957.

As his first official act Praught met the trade press today, and tomorrow he will meet the daily press at lunch. He will also meet tomorrow with the board of Variety Tent No. 5. Wednesday he will be feted at a lunch to be attended by distribution regional and district managers.

Cinema Driv

(*Continued from page 1*)

lic and managers throughout the cuit have consistently referred to terested comment and praise f patrons.

The slogan, "Don't Take Your V for Granted–Take Her Out to Pictures," has become a housel word. Newspapers throughout country have devoted favourable torial comment to the catchphr One newspaper conducted a sur among filmgoers and revealed tha had evoked new interest in cine going in the very important 30-35 groups.

The fact that the campaign c tured the enthusiasm of indepenc exhibitors was revealed some we ago when the Cinematograph Exh tors' Association, with the full sup of Associated British, adopted campaign by preparing 30,000 pos putting over the slogan. Additiona the CEA, with the assistance of A prepared a special campaign for l newspaper advertising.

1,000 Theatres File

(*Continued from page 1*)

motion kits ordered by exhibitors have not yet sent in their ple cards, and the extensive promo plans announced by several of large circuits which also have sent in their signed pledges, thi only a small percentage of the ac number of theatres already at w on the promotion," McCarthy sa

"While we are naturally more terested in the promotion itself t in the receipt of pledge cards, would appreciate being notified all participating theatres so that may obtain a reasonably accu account of the number of thea engaged."

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKIN
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

SHOWMEN'S CHOICE
FOR THIS a
EVERY YEAR
For The BEST SPECIAL TRAILERS
40 Years of Experience have taught us the "Know-how" of making Special Trailers . . .
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, V ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice- dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

ɑnk 'Disappointed' in .S. Venture: Davis

From THE DAILY Bureau

LONDON, March (21) (By Air ail)—Commenting on the Rank Or- ınisation's decision to cease distrib- ing its own films in the United ates from March 28, John Davis, anaging director of the Rank Or- ınisation, said "we were not making ogress and there was no justification r continuing to operate at a loss." He added: "It will no doubt be membered that we never under- timated the magnitude of the ven- re which we were undertaking. It nevertheless, a disappointment that e have not been able to make a ccess of it."

'CC Approves

(*Continued from page* 1)

ırrent Congressional consideration ı the subject."

Each toll-TV system will be limited testing in one market area, and ch market area will be limited to sting one toll-TV system. This is proximately the proposal of House ommerce Committee Chairman arris (D., Ark.) and is far more nited than the tests originally pro- sed by the FCC.

Any market area used must have least four top-quality TV stations, e FCC said. The commission didn't dicate how fast it expected to pro- ss applications or when tests might ırt.

Harris confirmed that he had orked out the agreement with the CC and said his committee would eet Wednesday "to take concurrent tion" approving the limited tests.

Asked whether FCC action did not rmit wire subscription television to ahead, Harris said the FCC state- ent today did not effect wire and e committee would decide Wed- sday what separate action it might ve to take on wire toll-TV.

Harris may now drop plans for arings and action on his bill to bar broadcast and wire toll-TV except limited tests. The FCC action puts limit on wired toll-TV programs.

The commission said that until a cision is reached on permanent au- orization of toll-TV, the viewing blic should not be required to buy y special receiving equipment. This eans the station or system propo- nt must pay for this. The public esumably would still pay viewing arges for the individual programs.

At least five systems have indi- ted an interest in tests: Zenith dio Corp., Skiatron Electronics, In- national Telemeter Corp., Bi-Tran, d Teleglobe.

'op' Bows March 30

"Room at the Top," which has just en cited as the "best motion picture om any source" by the British Film ademy, will have its American pre- ere at the Fine Arts Theatre here Monday, March 30.

Broidy Expects AA Operations in Black Soon

(*Continued from page* 1)

office experience to date with "House on Haunted Hill" and "Al Capone," both of which, he said, are outgrossing AA's biggest grossers of former years.

Forthcoming product on which the company is banking heavily is the $1,800,000 "The Big Circus," which will be ready in July; "Man of Montmartre" and "79 Park Avenue." These, with "Capone" and two to be announced soon, will top the company's schedule for the year.

Roadshows Possible

Sales policy and plans for "Circus" are being discussed at the current meetings here with Morey Goldstein, sales manager, and Sandy Abrahams, advertising-publicity director. There is a possibility the picture may be roadshown.

A-A plans to produce 16 features this year, of which at least six will be in its top quality category. Broidy said whether there will be more of both top quality and program productions depends on the reception the coming releases get from exhibitors.

"It is our hope to be able not only to continue this policy of making top quality pictures but to increase their output. 'Razz' Goldstein's cross-country trip visiting exhibitors last fall was successful in winning their cooperation. I believe the exhibitors are serious in wanting to see us do this job.

"We have to have an inventory 'roll-over'," Broidy said. "If the exhibitors do not support our regular releases, the result will be a lessening or delays of production of the top quality pictures, because that's where the money with which to make the latter has to come from. If they continue to support us, I'm sure we'll give them many a happy surprise with even our lower-budgeted films.

Cites Four Films

"For example, our 'Crime and Punishment, U.S.A.,' is a picture with fine potential, as are such pictures as 'Genny Angel,' 'I Passed for White' and 'The Bat.' If the proper effort is put behind pictures, they can go as high as the public will take them. No one knows for sure today just what will do big business.

"If anyone thinks the industry can maintain itself solely on 'blockbusters' he is making a big mistake. We have to have pictures like 'Haunted Hill', made at a cost that permits them to return a profit. It can be tragic if you get one intended blockbuster that instead blocks and busts."

Broidy said A-A has no preconceived ideas about the diversification action its board of directors approved last Friday and appointed a committee of three non-company members to study and report on.

"We have had diversification in mind for some time and have had projects presented to us now and then. If we can find something that fits into our type of operation we think it would be constructive for the company to entertain such a deal. Whatever improves our profit basis helps take care of our scheduled top quality production and helps us to continue or expand that production policy."

Introduces Abrahams

Broidy used the occasion to introduce Abrahams to the Eastern press representatives. The new A-A advertising-publicity head said he was "lucky" to be taking over his post with a picture like "Big Circus" ready.

Goldstein said he felt his nationwide tour visiting exhibitors had succeeded in alerting them to the need for protecting their sources of product supply by cooperating with A-A.

"Because of today's conditions," he said, "even a small company's output is important to the exhibitors."

Broidy will return to Hollywood today. Abrahams leaves tomorrow or Thursday.

Foreign Films

(*Continued from page* 1)

dissolved, is being formed "for the mutual benefit of its members and to take concerted action upon various problems that presently confront the independent importer - distributor," it was stated.

Whereas the old IMPO was formed primarily for the purpose of protecting independent distributors here from foreign infiltration, Brandt said, the new organization would concern itself with more current problems, such as censorship, import restrictions, advertising and physical problems resulting from shipping, small office operations, etc.

Brandt said the principal failings of the old IMPO were its narrowness of purpose and its plan of organization, which because of "its very nature found various distributors and importers constantly fighting among themselves." The new IMPO would be a trade organization similar in setup and intent to the Motion Picture Export Association, he pointed out.

Two committees have been formed by foreign importers and distributors to get the new organization rolling. One committee will formulate the fundamental program aims of the organization, and the other will concern itself with organizational details. Both committees will report their findings at a general meeting at the end of May, following the Cannes Film Festival, which is considered prime buying time for many of the companies participating.

J. H. Stevens Dies

(*Continued from page* 1)

Funeral Home, 6251 Dempster Street, Morton Grove, Ill.

Stevens, who last year was named Mid-Western division manager with headquarters in Chicago joined Paramount in 1923 as chief accountant in Boston. He was successively booker, booking manager and salesman in Boston before being named branch manager in Portland, Me., in 1929. He later served as Paramount manager in Indianapolis, Boston and Chicago.

Stevens is survived by his wife, Mrs. Margaret E. Stevens, and three children. The family has requested that no flowers be sent, and has suggested that in lieu thereof contributions be made to the American Cancer Society.

Disney to Hold Meet

(*Continued from page* 1)

first time a world conference of all the many divisions of the Disney organization has been held outside the U.S. It will be at the Dorchester Hotel for a week from April 6 to 10.

Nearly 150 top executives and delegates from more than 20 countries will be headed by president Roy Disney. Other leading Hollywood executives who will attend include William H. Anderson, vice-president in charge of studio operations; Card Walker, vice-president in charge of advertising and sales; Oliver B. Johnson, secretary of the company and in charge of music operations; Ned Clarke, foreign sales executive, and Mike Havas, European sales executive.

Court Rejects

(*Continued from page* 1)

damages and an injunction. The district and circuit courts, however, said they could find no proof of an illegal conspiracy among the distributors and that they felt they had no power to substitute their own views on necessary clearance time for the business judgment of the individual distributors.

Orbo appealed to the high court, but the justices today refused to entertain the appeal. They gave no reason for their decision, which in effect ends the case.

Orbo argued that the Paramount Case decision held that clearance was not justified where there was no substantial competition between the theatres involved, and that the courts do have authority to determine the amount of competition and therefore the reasonable clearance. The distributors replied that clearance was a necessary practice dictated by the economics of the industry, and that the particular clearance time involved was a reasonable one.

'Embezzled Heaven'

(*Continued from page* 1)

film, "inspirational in theme, artistically produced, outstanding in entertainment value and judged praiseworthy by Catholic critics" is recommended to the patronage of Catholic people of all ages.

"Embezzed Heaven" is the second film so recommended by the Legion.

THESE ARE THE

At press-time, “**IMITATIO**
four cities and this is its phe

BIGGEST week for any
the city of Chic

BIGGEST first three day
Hippodrome T

BIGGEST first three day
to play the G
theatre) in Sa

BIGGEST first three day
at the Param

**Except "The Glenn Miller Story" with stage show*

FACTS OF "LIFE"

F LIFE" has opened in
menal record:

iversal picture ever to play
o*

the entire history of the
atre, Cleveland**

r any Universal picture ever
en Gate Theatre, (or any other
ancisco

r any Universal picture
Theatre, Los Angeles

***Except "The Robe" at advanced prices*

a report to Motion Picture Exhibition!

***SINDLINGER REPORTS IN HIS LATEST SURVEY...**

MOTION PICTURE ACTIVITY is published weekly by Sindlinger & Company, Business Analysts. The degree of precision of this data is well-known within the motion picture industry and by government economists. It has been found to be consistently accurate, within 2% to 3%, in cases of tax collections, theatre census, etc., as reported a year or two later by the various U.S. Government Agencies.

Information published in this report is based on more than 7,000 interviews a week, over 1,000 interviews a day.

"435 TICKETS OUT OF 1000 ADMISSIONS WERE SOLD BECAUSE OF THE ADVANCE TRAILER"

*Full particulars of Sindlinger's detailed analysis substantiating this statement will be mailed to you upon request.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 56 NEW YORK, U.S.A., WEDNESDAY, MARCH 25, 1959 TEN CENTS

enate OK Expected

ee House Unit od Today for oll-TV Tests

C Details Additional ules Governing Trials

By J. A. OTTEN

VASHINGTON, March 24. – The use Commerce Committee will et tomorrow morning, apparently ratify Monday's Federal Communiions Commission decision to start nediately accepting applications for -TV tests.

Chairman Harris (D., Ark.) today ed that the commission action, iting the tests to one market area each toll-TV system, is substanly the same as he had proposed

(*Continued on page* 5)

oduction at M-G-M Hit Summer Peak

From THE DAILY Bureau

IOLLYWOOD, March 24. – With en pictures to start during the next days, and three before the cameras, M's 1959-60 production schedule being geared to reach a peak of vity in mid-summer.

he long-range program is in line the policy of Sol C. Siegel, vicesident in charge of production, and jamin Thau, studio administrator, maintaining a backlog of comed product to allow for orderly asing and concentrated pre-selling

(*Continued on page* 5)

Y. Film-Fees Bill ssed in Senate 56-0

Special to THE DAILY

LBANY, N. Y., March 24.—Only hours before the scheduled adnment of the legislature, the Senthis afternoon passed by a 56-0 a film fees license bill sponsored Sen. John J. Marchi, Staten Island ublican. The measure, similar to

(*Continued on page* 5)

EVISION TODAY—page 5

Upcoming Product Looks to Break All Existing Records; Kerasotes

Special to THE DAILY

KANSAS CITY, Mo., March 24.—"The blockbusters of today are grossing more than any pictures in our history" and some of the upcoming films scheduled for release "no doubt will break all existing box office records," George G. Kerasotes, Theatre Owners of America president, said today in an address before the joint convention of Missouri-Illinois Theatre Owners and the Theatre Owners of the Heart of America at the Hotel Muehlebach here.

Kerasotes sounded this optimistic note as the climax of a speech devoted to recent progress of the American Congress of Exhibitors, of whose

(*Continued on page* 2)

'Duplicated' Efforts Are Scored by Reade

Special to THE DAILY

Walter Reade, Jr.

KANSAS CITY, Mo., March 24.—If the motion picture industry would utilize and coordinate the super-abundance of associations, organizations and committees now in existence, it could make great strides towards prosperity, Walter Reade, Jr. said today in a key - note address to the joint convention and Show-a-Rama of the Missouri-Illinois Theatre Owners, and the United Theatre Owners of the

(*Continued on page* 2)

Larger Decency Legion Film Support Program

The recently announced policy of the National Legion of Decency in recommending films on its approved list has been augmented by additional affirmative planks in its new platform,

(*Continued on page* 4)

Rays of Hope Are In View: Roscoe

Special to THE DAILY

LITTLE ROCK, Ark., March 24—George Roscoe, director of exhibitor relations for Theatre Owners of America, told the annual convention of Independent Theatre Owners of Arkansas here today that in the light of

(*Continued on page* 4)

NT Exchange Offer To NTA Effective

From THE DAILY Bureau

LOS ANGELES, March 24.—B. Gerald Cantor, chairman of the board, and John B. Bertero, president, of National Theatres, announced today that the exchange offer to National Telefilm Associates stockholders and warrant holders has been declared effective. Pursuant to

(*Continued on page* 4)

British Pictures, Properly Slanted, Can Succeed Here, Says Cohen

By WARREN G. HARRIS

Nat Cohen, managing director of Anglo Amalgamated Film Distributors, is another firm believer in the notion that British films can succeed in the American market if they are made according to the right formula. The latter, in Cohen's opinion, is horror and comedy, "going from the sublime to the ridiculous."

In an interview at the Hampshire House here this week, Cohen said that he is very hopeful of signing a co-production deal with one or more major U.S. companies. On this current visit here, he is also delivering the completed "Horrors of the Black Museum" to American International Pictures, and dickering for a U.S. distributor of two "tremendously successful" comedies, "Carry On, Sergeant" and "Carry On, Nurse."

In England, "Sergeant," which Cohen feels will have as much success among Americans as our own

(*Continued on page* 5)

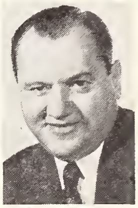
New Policy

U.A. Prohibits 'Look-See' Deal By Exhibitors

To Enforce Agreed-on Terms, or Cut Off Service

The "look-see" practice, as exhibition interprets it, as ended insofar as United Artists is concerned, William J. Heineman, vice-president in charge of distribution, said yesterday in enunciating the company's new sales policy at a trade press conference at the home office.

Beginning at once, he said, U. A. will ask terms which reflect the individual merits of each picture and, there-



W. J. Heineman

(*Continued on page* 4)

U-I To Hold Three Latin American Meets

Milton R. Rackmil, Universal Pictures president, and Americo Aboaf, vice-president and foreign general manager, will leave here today for Jamaica for the U-I Caribbean sales conference there, first of a series of three Latin American meetings. The

(*Continued on page* 5)

Court Rejects Chicago 'Adults Only' Statute

Special to THE DAILY

CHICAGO, March 24. – The Federal District Court here today held unconstitutional the section of the Chicago ordinance limiting films to adults only.

Judge Sullivan granted the petition by Paramount Film Distributing Corp. of an injunction against the city which in the 1958 ordinance permitted only those over 21 to attend showings of "Desire Under the Elms." The film had been withheld from neighborhood theatres pending the court ruling.

PERSONAL MENTION

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president in charge of sales, and MARTIN J. SWEENY, Jr., in charge of sales for "South Pacific," have left New York on a Coast-to-Coast business trip.

•

MILTON E. COHEN, United Artists Eastern and Canadian division manager, is in Boston from New York.

•

CHARLES ROSENBLATT, vice-president of International Film Distributors, will return here tomorrow from a European sales trip.

•

J. F. LEWIS, Jr., executive of Technicolor, Ltd., will arrive here from London on Friday via B.O.A.C.

•

DAVE EMANUEL, Tudor Pictures general manager, will leave New York today for a trip to key cities between here and the Coast.

•

JOHN H. BURROWS, producer, has arrived in New York from the Coast.

•

MILLIE PERKINS, the "Anne Frank" of 20th Century-Fox's current feature, has left New York for Hollywood to attend the premiere of the film there.

•

ALLEN M. WIDEM, motion picture editor of the "Hartford Times," has returned there from New York.

Danny Kaye Here

Danny Kaye has arrived here from the Coast with the first print of his new film, "The Five Pennies," which he will screen for Paramount home office executives. While in New York, Kaye also will confer with the Paramount executives on the advertising and publicity campaigns being developed for the picture, which is due to be released during the summer.

DRIVE-INS!
Start Your Season Right...
Open With Our Custom Produced
FULL COLOR
NARRATED
WELCOME BACK
TRAILER
NATIONAL SCREEN SERVICE

Kerasotes Sees B. O. Record

(*Continued from page 1*)

executive committee he is a member, and the current program of TOA.

Registration for the joint "Showarama" convention was unexpectedly high, at 311, a sharp increase over the 183 figure at last year's meeting.

Reporting on ACE, the TOA head said it is making gains in several areas vital to the survival of the industry. "In an amazingly short time," he declared, "if I interpret rightly the mood of exhibition, we have invoked a spirit of unity which never before existed."

He cited specifically ACE developments in the field of post-48 films, on industry-government relations, producer-exhibitor-distributor relations, the research committee, and others.

Points to Guild Influence

Kerasotes called the post-48 films problems "extremely complex" and said if the producer - distributors sold these pictures to television they would pick up an estimated $300,000,000. "I seriously believe they would sell now," he added, "if it were not for the demands of the various guilds in Hollywood."

The ACE committee on industry-government relations is now preparing to consult with the Department of Justice on the questions of production by circuits with the privilege of pre-exemption; clarification of block-booking where there is no competing exhibitor for the run who requests picture-by-picture selling; and how to seat exhibitors on the boards of directors of the various film companies. "Speaking personally," Kerasotes said, "I am hopeful that through the united voice of ACE, we will now get a sympathetic hearing from the Department of Justice."

The committee dealing with producer-exhibitor-distributor relations is working on an agenda for the proposed meeting with distribution heads, and announcement of the time and place of the meeting is "expected momentarily."

Turning to TOA, its president said the last four months "have been without doubt the busiest and most productive in its recent history." Through grass roots campaigns TOA has developed Congressional and Senatorial support in its drives to have military posts play pictures after commercial theatres, for support of the Harris bill banning all forms of pay-TV, and to have theatres exempt from minimum wage legislation.

Calls Associations Vital

These activities are things "ACE cannot—by the broader outlook it must take—do for exhibitors," Kerasotes pointed out. "This is why there is a need for individual trade associations like TOA and regional units like the Missouri-Illinois Theatre Owners Assn. and the United Theatre Owners of the Heart of America.

"But you must understand that no miracle is going to be conjured out of the dedicated work of a handful of men, neither TOA nor ACE is a wonder worker waving a magic wand whenever an exhibitor anywhere in the United States is in trouble. TOA and ACE are the machinery to get things done but to accomplish our goals, TOA and ACE need your help, your guidance and your energy to move ahead."

Columbia, Dick Clark Make 2-Picture Deal

Abe Schneider, president of Columbia Pictures, announced yesterday the signing of a deal with Drexel Pictures Corp. under which television personality Dick Clark will make two pictures for Columbia release. The deal had been negotiated by Marvin Josephson, president of Broadcast Management, Inc., who represented Drexel, and Leo Jaffe, representing Columbia.

Clark will have one film ready for release this year and the other for 1960.

Columbia Dividend

Columbia Pictures' board of directors at a meeting yesterday declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock of the company payable May 15 to stockholders of record May 1.

Paramount Promotes Shartin and Foster

Two Paramount branch managerial appointments were announced yesterday by Sidney G. Deneau, vice-president of Paramount Film Distributing Corp. Arnold Shartin, Salt Lake City branch manager, on May 4 will become Los Angeles branch manager, succeeding Alfred R. Taylor, who, as previously announced, will assume supervision of Paramount's Mid-Western division.

Succeeds Stevens

J. Harold Stevens, who died in Chicago last Sunday, had been manager of the Mid-Western division comprising the Chicago, Detroit, Indianapolis, Milwaukee and Minneapolis branches. Taylor's headquarters will be in Chicago.

W. Donald Foster, Kansas City branch sales manager has been promoted, effective April 13, to Salt Lake City branch manager.

Four-Color Car-Card Promotes 'Oscar' on Train

A four-color car-card is be placed in all New York Central, N Haven and Long Island suburl trains here to plug the upcoming " car" telecast. Space is being p vided without charge under arran ments made by Joseph Gould, Uni Artists, and Lloyd Seidman and J Bass, Donahue & Coe. Printing done by the National Broadcast Company at no cost to the mot picture industry. NBC is to tele the "Oscar" ceremonies.

'Duplicatior

(*Continued from page 1*)

Heart of America, at the Muehleb Hotel here.

Calling on exhibition to make th tools "productive," and to elimi the cross-purposes and duplication effort, Reade pleaded for an end "petty jealousies and cat-calling distribution," and substitution "brains, brawn, money, time, above all, imagination" to save industry.

He declared that in TOA and o exhibitor organizations, in A COMPO and MPAA, and other dustry groups, exhibitors have means to their own salvation. H ever, he said, the duplication of ef and committees, in such fields as search, relief from Governmental trols, business building and stand ization of projection, among ot "has made the accomplishments o these committees, with all their intentioned, hard-working mem very small indeed."

Another speaker at the initial gram today was H. E. Jamey chairman of the board of Com wealth Theatres, who reported on status of the Motion Picture In ment Trust.

Will Contact SEC

Jameyson, who launched the ect at last year's convention in sas City, said that the company been organized and that other ph of the undertaking are nearing pletion. The Securities and Exh Commission, Jameyson pointed soon will be asked to pass on securities to be sold, and, when proval from the Federal agency is tained, stock will be available for chase.

The officers of the trust are: eyson, president, and Walter R Jr., New York, Henry Griffing, homa City; Beverly Miller, K City; and H. J. Griffith, Dallas, presidents. Byron Spencer, K City attorney is secretary, and ard Orear, Kansas City, is treas

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

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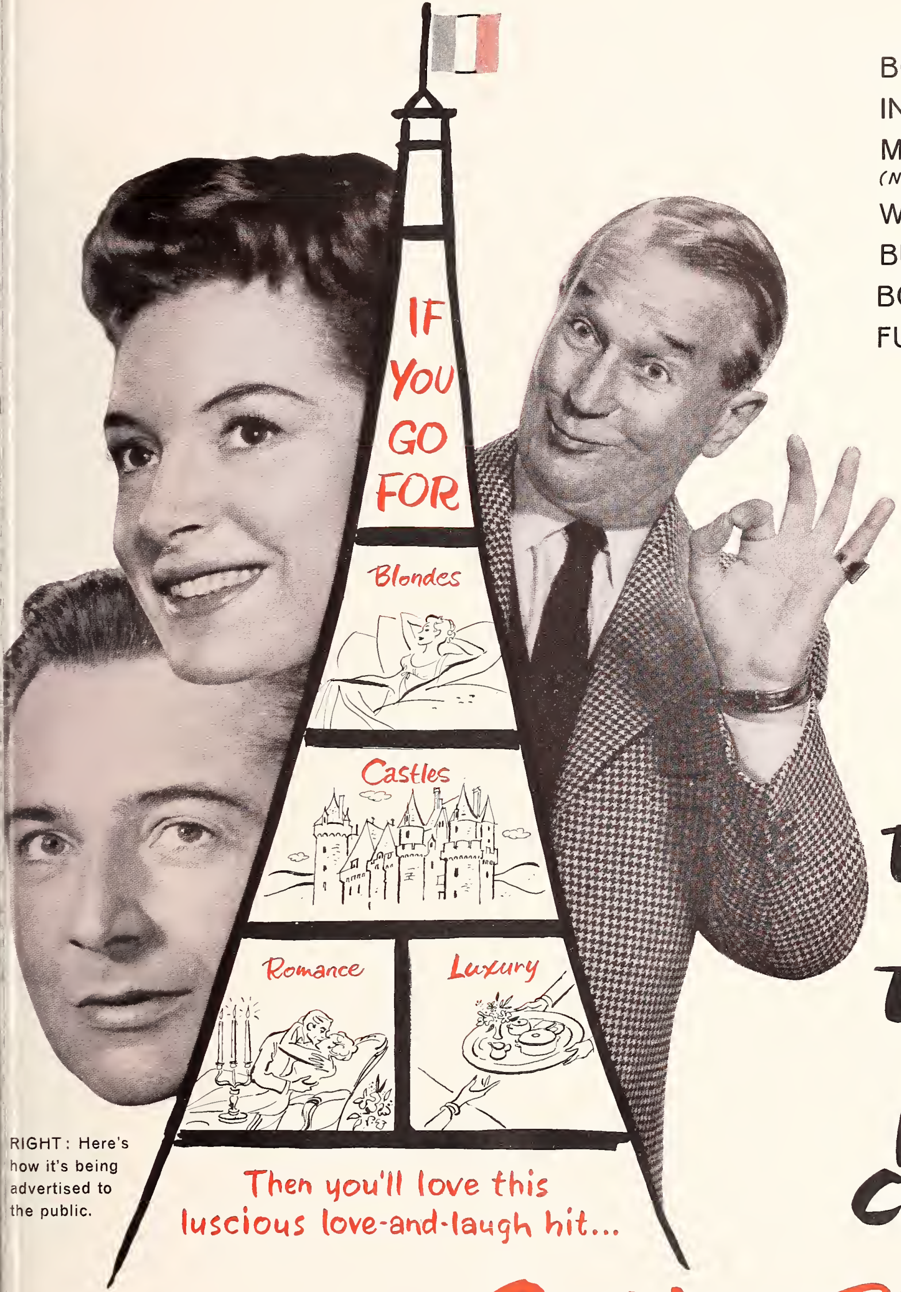
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YOU CAN BANK ON M·G·M

UA Prohibits

(Continued from page 1)

after, will insist upon payment strictly in accordance with the terms of the contract, whether percentage or flat. Exhibitors will not be permitted to make their own adjustments nor to withhold film metal in order to force an adjustment.

To enforce this policy, Heineman said, U. A. will refuse to do business further with any exhibitor who refuses to pay according to contract terms after playing a picture, and withholds unreasonably any portion of a U.A. producer's earned money.

However, adjustments, *per se*, are not being ruled out by the company, Heineman made it clear. He said that, after earned film rental on pictures played on percentage has been paid to the company, an adjustment could be made if, in the judgment of the producer and U.A., it appeared to be warranted. No such adjustment would be authorized under any circumstances if earned film rental had not already been paid to the company in line with the terms of the contract.

No 'Strings Attached'

To make sure the policy is understood, Heineman said, after a contract has been negotiated, a letter will be sent to the exhibitor account setting forth that the contract terms constitute a firm basis for payment to the distributor and that there can be no "strings attached" or side agreements of any kind to modify the terms specified in the contract.

"If the exhibitor does not agree with this understanding, his contract is annulled," Heineman said.

He made it clear, however, that the company will not establish uniform terms, but rather, every deal will be negotiated individually and once terms are agreed upon, they must be adhered to.

"We don't think we're asking for anything we're not entitled to," Heineman said. "We will ask what we think our pictures are worth and then insist on being paid exactly what was agreed upon."

Heineman explained that the exhibitor policy of "We'll take a look, see how your picture plays and see what you're entitled to," has become so widespread that a halt has to be called. Some of U.A.'s accounts he said, have adjusted every contract they've made with the company since its present management took over some eight years ago.

No particular class of exhibitor is the offender, he said. "By and large, all are guilty—large and small circuits and many independents."

At one point in the past year U.A. had $1,600,000 in earned film rental on "The Vikings" outstanding, Heineman said. More recently, $1,500,000 of earned rentals of "The Defiant Ones" was outstanding.

Calls It Making 'Two Sales'

"In today's market," Heineman observed, "you are required to make two sales of the same item; the first, when playing terms are agreed upon, and the second after the picture has been played when you go to the exhibitor and say, 'Please, pay the film rental called for by the contract which is now due.'

"The distributor can't go back to the exhibitor and say, 'We lost a million dollars on that picture, so we're reallocating charges and will bill you for another $180.' The exhibitor wouldn't pay.

Clarification Prime Motive

"Nevertheless, the new sales policy is in no sense an attempt to pressure exhibitors into accepting terms that they consider exorbitant or unreasonable. Its purpose is to clarify exhibitors' responsibility in honoring those terms to which he has agreed."

Heineman said all United Artists' producers had been canvassed on the new policy before it was adopted at the company's recent sales conventions in Los Angeles and Miami, and all approved it and authorized U.A. to make it applicable to their pictures.

Attending yesterday's press conference with Heineman and his sales cabinet were producers' representatives George J. Schaefer, Seymour Poe, David E. Weshner and Morris Lefko, in all, speaking for more than a dozen of the company's independent producers.

More
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+
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CARBONS

U.A.'s New Sales Policy

United Artists' new sales policy was summed up by William J. Heineman, vice-president in charge of distribution, as follows:

1) **We intend to negotiate and market each and every picture on terms based upon their individual merits.**
2) **We shall insist upon being paid our earned film rental on percentage, or flats, as per the terms of the contract.**
3) **We will not consent to exhibitors making their own adjustments.**
4) **We will not permit exhibitors to withhold our earned rental in order to force adjustments.**
5) **If an exhibitor refuses to pay after playing and withholds unreasonably, our producer's money, we shall insist upon payment before continuing to do any further business with that account.**
6) **If, after a picture has played on percentage terms and the earned film rental has been paid in full and in the judgment of the producer and United Artists, some relief or revision of the percentage terms are justified, such relief will be given.**

'Rays of Hope'

(Continued from page 1)

progress made in recent months in meeting exhibition's problems theatre men "can for the first time in many, many years see positive rays of hope ahead." The meeting is being held at the Marion Hotel.

Spencer Steinhurt, of American International Pictures, Atlanta, in his address, which opened the convention, called on exhibitors for a stronger appeal to the teen-age market, saying: "Exploit them, promote them, sell them and you have box-office propulsion."

Roscoe congratulated the Arkansas exhibitors on their response to TOA's appeal for letters to Congressmen on three specific issues, toll television, Army-Navy pre-release and the newest campaign on the proposed minimum wage law which would bring theatres under national regulation. "Progress we have achieved to date is a direct result of your letter writing," he said.

Praises ACE

The speaker also outlined the history of the American Congress of Exhibitors to date, calling it the one avenue to exhibitor unity. "It is a unified command," he said, designed to "evoke common action for common problems."

A panel discussion "shootin' for dollars," brought out opinions on the pulling power of money-making ideas and newspaper advertising.

A board meeting and report of the nominating committee for new officers highlighted the morning session.

'Hot' Starting Off Like U.A.'s All-Time Champ

In its opening engagements thus far, "Some Like It Hot" is beginning to establish itself as the top-grossing United Artists' release in company history, W. J. Heineman, distribution vice-president, said yesterday.

He cited grosses of $19,206 for a two-day weekend at the United Artists Theatre Chicago; $16,426 for three days, one of them marred by a snowstorm, at the Paramount, Denver, and $9,800 for last Saturday at the Capitol, Washington, D. C.

NT Exchang

(Continued from page 1)

this exchange, accepting NTA st holders will receive for each shar NTA common stock $11 princ amount of 5½ per cent sinking f subordinated debentures due M. 1, 1974, and a warrant for the chase of one-quarter of one shar National Theatres common stock. exchange of NTA warrants is on equivalent basis.

Up to the close of business March 20, 1959, the holders of 8 962 shares of NTA stock, repres ing 75 per cent of the shares standing and the holders of 182 NTA warrants, representing 39 cent of the warrants outstanding, accepted the offer. Delivery of National Theatres debentures, s purchase warrants and exchange rants to NTA stockholders and rant holders will begin on Apri Trading of the debentures on American Stock Exchange will b on approximately April 1. Interes the debentures will accrue f March 16, 1959.

The present offer to NTA st holders and warrant holders exp April 6.

Legion of Decency

(Continued from page 1)

Information magazine reports in April issue.

In an article entitled "The Le Takes a New Forward Look," author, J. D. Nicola, says the Legi new plans are certain to make H wood's one-time "foe" an invalu "ally" in filmdom's struggle to cover.

The new planks in the Leg "forward looking" platform, in a tion to its positive support for pict that are both morally and artistic good, he says, are these:

Greatly increased use of layme augment the Legion's primary viewing board made up chiefly women.

Promotion of cinema culture field in which this country lags hind other nations.

Encouragement of cinema stud Catholic high schools and coll

Autonomy for Loper On RFDA Pictures

Ilya Lopert, head of Lopert Fi a United Artists subsidiary, will l complete autonomy in the distr tion of the pictures being taken as of this weekend from Rank Distributors of America, W. J. He man, U.A. vice-president in charg distribution, said yesterday.

The Lopert organization will augmented to handle the 40-odd ditional films to be added to its sch ule, and in some cases, Lopert sa men will have desk space in film exchanges, but U.A. will nothing to do with the selling of Rank pictures, any more than it with the Lopert films, Heineman

National Film Carriers har physical distribution for Lopert.

Television Today

oll-TV Before House Unit

(*Continued from page* 1)

his bill earlier this year. He left in the air what the committee ght do about toll-TV through wire, ich the FCC announcement left touehed.

Apparently the commerce commit- will announce that in view of the C action, it will forget about hear- s on the Harris bill. The Joint mmittee on Toll-TV had been plan- g to push the Harris bill, arguing t it was more restrictive in its ban both wire and broadcast toll-TV n Harris and the FCC now as- t.

Senate commerce committee mem- s said they thought the Senate up, too, would be willing to go ng with the FCC action.

The FCC originally had promised not to move forward on toll-TV tests until after the current session of Congress adjourned. Its Monday announcement was worked out privately in advance with Harris, however, and Harris apparently will say the committee is willing to free the FCC of this promise.

The commission today issued further details of its test proposals. Although each system will be limited to one market area, more than one TV station in the area can use that system. No more than one system can be used in the area, however.

The FCC specified that no station should have exclusive rights to any toll-TV system, and must promise to license any other station in the area which wants to broadcast programs; any station taking part in tests must broadcast a minimum number of hours of free television each day, the FCC stated. It declared stations seeking FCC approval for tests must file contracts with the system owners showing that the station has a voice in fixing program rates, that it has the right to reject programs it deems unsuitable, and that it has a right to schedule the time for toll-TV programs.

Won't Process 'Indefinitely'

The commission gave no indication how long it would accept applications, nor how long it would process them before deciding. It did say, however, it would not process applications "indefinitely." Stations would have to begin sending programs within six months of the date the FCC authorizes them to start, and could continue for three years from the time of the first program.

The commission said the one-area-per-system limitation instead of its earlier three-areas-per-system proposal would "provide additional safeguards against premature establishment of a broad-scale subscription television service prior to final decision." It said the tests should provide not only technical information but also data on the extent to which toll-TV programs are capable of diverting audiences from free television.

No Mention of Wire Medium

The full FCC report made no mention of wire toll-TV. The FCC maintains it has no jurisdiction over this.

Phil Harling, co-chairman of the Joint Committee Against Toll Television, said in New York yesterday that the committee will withhold comment on the decision to grant limited toll-TV tests until official word on the action has been received from Washington. This could conceivably be in two or three days, Harling said.

The Teleglobe Pay-TV System, Inc., is ready to participate in tests of toll-television and will announce detailed plans shortly, Solomon Sagall, president, said in a statement issued in New York yesterday. Hailing the FCC decision, Sagall said his company is convinced that pay-TV "will in the net result contribute to the improvement of the present day level of advertiser-sponsored television."

ROUND THE . . . TV CIRCUIT

with PINKY HERMAN

ANDY STRONACH, Jr., formerly TVeep at ABC and prior to that, mgr. of talent dept. at Y & R has been appointed vice prexy in rge of national and syndicated sales for Flamingo Telefilm Sales, . by Herman Rush. . . . Warner Bros. quite excited about the new at Wonderful Year" LP, based on the idea incorporated on the arry Moore CBShow" and featuring Garry himself with arrangements Irwin Kostel who also conducts the Ork. . . . Formerly a v.p. at gers & Cowan, Joe Wolhandler has opened his own flackery. . . . ry Devine's high-rated "This Is Your FBI" radio series will serve as asis for the new telefilm series, "Criminal At Large," starring Stephen Nally which Official Films will syndicate nationally. . . . Those ex- ng Warner Bros. LP albums, featuring Bill Holden, Pete King and s Bivona respectively, were produced by the very KMPClever Bill wart, one of Hollywood's most popular deejays. . . . Latest TV star ve the disk market is Jack (Maverick) Kelly. He's taking vocal lessons the Q.T. . . . Coincidence: Ed Wynn, who'll be CBSeen as "Grandpa" TVersion of "Meet Me In St. Louis," Sunday, April 26 (9:00-11:00 .) started his career in showbiz 56 years ago, in 1903, which is the r depicted in the play. . . . Exec veepee of U.A. TV Bruce Eells en te to the coast for confabs with producers of five forthcoming tele- es, including "The Troubleshooters," "Dennis O'Keefe Show," "Hud- 's Bay," "Tales of the Vikings" and "Miami Undercover." . . . CBS Ziv will honor Dane Clark with a press party today at Toots Shor's ighlight his "Bold Adventure" WCBSeries. . . .

☆ ☆ ☆

erry Danzig, Syd Eiges, Bob Bendick and Dave Garroway coffee & ed some of us fourth estators yesterday to explain some of the de- about the forthcoming "April In Paris" segs of "Today" which will inate there the week of April 27 and will be NBCast via Ampex e and facilities of Intercontinental Television. S.A. A crew of about will accompany Dave, Jack Lescoulie, Charles Van Doren and Pro- er Bendick on the junket. . . . And while on the "French" kick, we e just received a telegram in French and signed "Genevieve," which some nice things to say about Jackie Cooper's forthcoming "Old- ile Music Theatre" TVia NBC. (Our High School French lessons lly paid off.) . . . Up to see Ben Barton on the fourth floor of the Building yesterday and a crazy rock N roll beat, emanating from d Evans' office enticed us into the latter's office. The platter (Redd-e) ured El Rojo and the Leftfielders' rendition of "Play Ball You All," ed by Walter Bishop and Mel Allen. (could be they'll play the wax n as background during the coming Yankee Baseball telecasts.) . . .

U-I Meetings

(*Continued from page* 1)

one in Jamaica will run from March 25 to 29. Others will be in Rio de Janeiro, from March 31 to April 4 and Buenos Aires, from April 5 to 9. Rackmil and Aboaf will meet with key U-I executives and leading exhibitors to outline the company's future production plans and operating policies.

Aboaf will review marketing plans for the company's line-up of new productions, inaugurated by "Imitation of Life" and to be followed by "This Earth Is Mine," "Operation Petticoat" and "Any Way The Wind Blows." Preliminary discussions will also be held on "Spartacus."

Film-Fees Bill

(*Continued from page* 1)

ones vetoed in 1956 and 1957 by the then governor, Averell Harriman, would increase the charge by the State Education Department's motion picture division for reviewing original film from $3 to $4 per thousand feet, but reduce the rate for prints from $2 per thousand feet to $4 for "each additional entire copy."

The Senate Finance Committee favorably reported yesterday the bill, which has industry support and which has been pushed this year by the Commerce and Industry Association of New York.

A strong effort was being made tonight to have the Assembly rules committee report the bill, in that case, it could reach an Assembly vote tomorrow.

The budget division reportedly still opposes the measure, as does the education department. Both stood against it in previous years.

British Pictures

(*Continued from page* 1)

"No Time For Sergeants" had among British audiences, was the third biggest grosser there last year, and "Nurse," currently in release, is topping it.

Cohen's Anglo Amalgamated distributes about six of its own films each year and also handles British release of American International's annual output.

Production at MGM

(*Continued from page* 1)

on each individual picture. The studio's present release schedule is set through September.

Pictures in final preparation for filming include "The Wreck of the Mary Deare," "Home from the Hill," "Never So Few," "Bells Are Ringing," "The House of Seven Flies," "Girls' Town" and "The Last Voyage." Currently filming are "It Started with a Kiss," "Tarzan, the Ape Man," and "Libel."

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flight: MONARCH
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(leaves New York at 9 p.m.)
destination: LONDON!
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Concise and to the Point

OL. 85, NO. 57 NEW YORK, U.S.A., THURSDAY, MARCH 26, 1959 TEN CENTS

autious

?eception of J.A.'s Policy erious One

ut Other Distributors laim Policy Isn't 'New'

Although few exhibitors could be ated yesterday willing to comment United Artists' new policy of no re "look-sees," it was apparent t most of them accept the an- uncement seriously and are of the lief that U.A. means what it said en it enunciated the policy pub- ly on Tuesday.

The reaction of other distributors U.A.'s declaration that it would cuss no contract adjustments with y exhibitor until he had made full yment to the company in accord- ce with the terms of his contract, s that it represents "nothing new; st companies have been doing the me thing right along."

William J. Heineman, U. A. vice- esident in charge of distribution,

(*Continued on page 2*)

ck Warner Chosen for ving Thalberg Award

From THE DAILY Bureau

HOLLYWOOD, March 25. – Jack Warner, president of Warner Bros., been voted recipient of the Irving alberg Memorial Award by the ard of governors of the Academy of otion Picture Arts and Sciences. esentation will be made on April at the annual "Oscar" ceremonies. Warner, who was unanimously ted the award, is the 14th executive 21 years to receive the trophy ich goes to "an individual, who, in opinion of the board, has been re- onsible for the utmost quality in oduction for the year and four years viously." The award is bestowed ly in those years when the board ls there is a deserving recipient. e last award was made in 1957 to ddy Adler, 20th Century-Fox pro- ction head. No award was made 1958.

Telemeter Advises Big Leagues to Study Pay-TV Potential Before Making New World Series Deal

Special to THE DAILY

TAMPA, Fla., March 25.–Leslie Winik, a representative of Paramount Pictures' Telemeter Corp., appeared before the 16 representatives of the major league baseball players at their business meeting here yesterday and cautioned the players against organized baseball entering into a new television contract for the world series until the potential income from pay television had been thoroughly explored.

Winik estimated that pay-TV would bring in a minimum of $12,000,000 on each world series. Presently, organized baseball receives $3,250,000 for television rights to the World Series and the All-Star game each year.

Paramount home office officials questioned yesterday said they were unable to elaborate on the reported Leslie Winik statements made to the player representatives at their Tampa meeting, or any possible results, pending his return to New York some time today.

Interest Is High in 2nd 'Herald' Meetings

Exhibitor interest in the second series of merchandising conferences sponsored by MOTION PICTURE HERALD in cooperation with the major film companies is shown by acceptances received thus far from the following circuits:

American Broadcasting-Paramount Theatres, Comerford Theatres, Greater Indianapolis Amusement Co.,

(*Continued on page 4*)

Maryland Senate Votes Two Censorship Bills

Special to THE DAILY

ANNAPOLIS, Md., March 25.–The State Senate has voted in favor of two film censorship bills. Both bills come up for final votes later this week.

A 21-to-5 vote approved a bill, already passed by the House, in-

(*Continued on page 2*)

ITOA Hears Rowley; Mrs. White Elected

Special to THE DAILY

LITTLE ROCK, Ark., March 25.–Although 1959 will not be a banner year as many have experienced, it will be a good year for the theatre business, is the belief of John Rowley, Dallas, president of Rowley United Theatres. Speaking on "Show Business Tomorrow" at the 40th annual state convention of the Independent Theatre Owners of Arkansas at the Marion Hotel here on the final day

(*Continued on page 4*)

McLendon Has 'Utmost' Faith in Industry

Special to THE DAILY

KANSAS CITY, Mo., March 25.–"The great and shining hour of the motion picture industry has not slipped away and with exploitation of the epic films of today the time is not 11:59 o'clock but still noon," Gordon B. McLendon, of McLendon Enterprises, Dallas, said today in a keynote talk at the second day's program of the Show-A-Rama convention at the Hotel Muehlebach.

The convention, sponsored by the United Theatre Owners of the Heart of America and the Missouri-Illinois

(*Continued on page 4*)

'Obscenity Unit' Asks: Defer Action on Films

Special to THE DAILY

ALBANY, N. Y., March 25. – A combination of factors has led the Joint Legislative Committee on Offensive and Obscene Material to recommend that "all legislative action on the subject of motion pictures be deferred for further study to be completed prior to the 1960 legislative

(*Continued on page 4*)

Outlook Good for Business in Detroit

Special to THE DAILY

DETROIT, March 25. – Edward L. Hyman, vice-president American-Broadcasting-Paramount Theatres departed from his text in an orderly distribution speech today to discuss "The Detroit Up-Beat Story." He

(*Continued on page 4*)

House Unit Acts

FCC Plan for Toll-TV Tests Is Approved

Resolution Passed in Close Vote of 11-10

By J. A. OTTEN

WASHINGTON, March 25. – The House Commerce Committee today cleared the way for a limited test of subscription television as outlined by the Federal Communications Commission earlier this week.

The committee approved a resolution this morning declaring that its resolution of last February, which asked the FCC not to authorize any toll-TV operations until the Communications Act is amended, should not apply to the FCC test plans issued this week. According to committee chairman Harris (D., Ark.), "some committee members didn't

(*Continued on page 4*)

Chicago Censor Ruling Viewed As Significant

Industry sources here said yesterday the Federal court decision in Chicago holding that city's censorship ordinance permitting classification of pictures for "adults only" to be unconstitutional could have "far-reaching effects" in the continuing battle against censorship.

Counsel for the city was quoted as saying the city would not appeal but would alter the law to make it applicable to those under 17, instead of 21, but industry attorneys pointed out

(*Continued on page 2*)

To Show 'Oscar' Program in U.K.

Arrangements have been completed for this year's Academy Award ceremonies to be shown in the United Kingdom via kinescope over the British Broadcasting Television Network. A full 90 minutes has been allocated for the program there, twice as much time as last year. It will be shown on Sunday, April 26.

PERSONAL MENTION

GEORGE STEVENS, producer-director, has returned to the Coast from New York.

•

LEO LAX, president of Leo Lax Films, returned to Paris yesterday from New York.

•

GEORGE T. SHUPERT, vice-president in charge of television for M-G-M, left here yesterday for the Coast.

•

DAVE BADER, Atlantic Television vice-president, has returned to New York from Chicago, St. Louis and the Coast.

•

HERBERT GREENBLATT, general manager of NTA Pictures, will leave here on Sunday for Los Angeles.

•

HERBERT SCHWARTZ, Columbia Pictures branch manager in Albany, N. Y., has returned there following home office conferences.

•

EDDIE SOLOMON, 20th Century-Fox assistant exploitation director, will leave here today for Miami to prepare for the premiere there of "The Diary of Anne Frank."

•

CAROL REED, producer - director, has arrived in New York from London via B.O.A.C.

Settle Warner Brothers' Stockholder Suit

Settlement for $45,000 of a stockholder suit in behalf of Warner Bros. was approved in New York Federal Court yesterday by Judge Sidney Sugarman. Stockholder Isidor Blau had charged that Charles Allen, Jr., Albert and Jack Warner had bought and sold Warner Bros. stock within a period of six months in violation of an SEC regulation.

The complaint had sought return to the corporation of the profit made by the three, estimated at $75,000. A request for approval of attorney's fees totalling 40 per cent of the settlement amount was disallowed by Judge Sugarman, who told the plaintiff to file a separate motion for attorney's fees.

Republic Net $202,850

Republic Pictures has reported a net profit of $202,850 for the quarter ending Jan. 24. This figure compares with a profit of $911,725 for the corresponding period of the previous fiscal year.

Serious Reception to UA Policy

(*Continued from page 1*)

who told the trade press all producers releasing through U.A. have authorized him to discontinue servicing accounts that refuse to pay or otherwise unreasonably withhold earned film rental from the company, commented that according to information available to him other companies were doing little more with the policy than giving it "lip service."

Most exhibitors who would discuss the subject agreed with Heineman. They conceded that the "look-see" practice is widespread throughout exhibition and that it has been practiced for so long that many exhibitors now regard it as a "right" of theirs. This would hardly be the case, they pointed out, if all distributors were enforcing a policy such as that enunciated by U. A.

Admits Necessity of Move

One distribution executive who insisted the U.A. policy is what most distributors have been practicing, said: "U. A. is just beginning to feel its oats. Things probably got so bad, with many exhibitors taking advantage of them, that they had to call a halt and now they are in a position to enforce it."

Whatever the facts insofar as overall distribution policy may be, it appeared certain that the U.A. pronouncement would result in no changes by other distributors.

The exhibitor view is that most distributors will continue to tolerate the "look-see" deal except in special cases and on special pictures. Flagrant offenders may expect to be cracked down upon, they believe, but others who use it reasonably and with some sense of fairness will continue to do so undeterred.

The exhibitors freely admitted that most exhibitors sign any kind of contract placed before them, but do so with the understanding, either specific or through long practice, that the terms will be reviewed after the picture has played and adjustments will be forthcoming if warranted.

Much Leeway Provided

The reason they gave for believing that U. A. is serious about ending the "look-see" was the fact that U. A. proclaimed the policy publicly and, it is felt, therefore must enforce it uniformly. Other companies have maintained a more or less private status for their policy on the practice, which results in giving both them and the exhibitor a lot of leeway.

Many predicted that U. A. would encounter exhibitor resistance when it comes time to sign contracts for new product.

Chicago Censor Ruling

(*Continued from page 1*)

that the court's decision held that the age of the viewer is immaterial.

The case involved Paramount's challenge of the city police censor's right to limit showing of "Desire Under the Elms" to adults only.

Industry attorneys are of the opinion the decision will have application elsewhere than in Chicago but are uncertain just where similar classification laws are on the books. The Memphis censor board uses an adults only classification without having any statutory authority for doing so. The Chicago decision, of course, could be used to challenge the right of the Memphis censor to make such a classification, it was said.

'Dog' Sets Records

The largest first week grosses of any Buena Vista release, including "Old Yeller" and "20,000 Leagues Under the Sea," are being recorded by Walt Disney's "The Shaggy Dog," which scored $330,882 in its first three days at 50 initial openings this weekend, according to theatre reports. The film is running ahead of "Old Yeller"—$330,882 to $228,376—for comparable playing time and holdovers are set in each of the 50 situations.

Expect Admission Tax Exempted in Mass.

Special to THE DAILY

BOSTON, March 25.—It is expected that all admission taxes on entertainment in the Commonwealth will be exempt from Governor Furcolo's proposed 3 per cent limited sales tax now under consideration in the legislature. As all food items are exempt under a blanket ruling, exhibitors need not worry about concessions sales in their theatres. Soft drinks from bottles are also free from taxation, but cup drinks, those from dispensers, are taxable.

Hearings are now going on on this tax bill which will last until mid-April when the bill will be presented to the House for approval or rejection.

Early M. H. Openings

Radio City Music Hall has scheduled extra performances of its Easter program for the holiday season with doors opening at 7:30 A.M. on Good Friday, March 27; at 8 A.M. on Saturday, March 28; at 11 A.M. on Easter Sunday, March 29, and at 7:30 A.M. Monday through Friday of next week. On Saturday, April 4, doors will open at 8 A.M. The Music Hall is presenting M-G-M's "Green Mansions" and holiday stage spectacle.

High School Students See 'Anne Frank'

More than 1000 junior high sc students from the metropolitan converged on the RKO Palace ye day to attend a special showing George Stevens' "The Diary of A Frank." The showing was held in morning prior to the matinee formance.

Twenty-two bus loads brought students from Brooklyn, Queens, from the Riverdale Junior School, which alone sent more 600 pupils in 14 buses. Following performance all of the stud were to return to their schools prepare a special report on the pic

Kaye Greets Exhibito At 'Pennies' Showing

Danny Kaye and other stars Paramount's soon-to-be released Five Pennies" last night gre scores of exhibitors of the New metropolitan area and other Eas seaboard cities at Loew's Lexin Theatre here, where the picture previewed.

George Weltner, Paramount tures' vice-president in charge world sales, was host at the scree Other Paramount executives pre included Barney Balaban, presic Jerry Pickman, vice-president and rector of advertising-publicity; M S. Davis, assistant director; Owen, and Sidney G. Deneau, presidents of Paramount Film tributing Corporation.

Barbara Bel Geddes, Harry C dino, Tuesday Weld and Susan don were the other stars of "The Pennies" at the special exhib preview. Kaye had arrived here Tuesday with a print of the film

Maryland Senate

(*Continued from page 1*)

creasing sharply criminal penaltie exhibitors who show minors which might be considered obs for them or which might ten corrupt their morals.

A second bill would authorize state censors to classify certain as unfit for showing to minors. A minute amendment, however, this classification system apply to children between six and 1 the city of Baltimore, where the sure for the censorship bills has tered.

Some lawyers questioned the stitutionality of the state passing a applying only to one city.

The House had previously reje a classification bill of its own, could vote again if the Senate fi approves a measure.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club. ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

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FRESNO—Crest
GRAND RAPIDS—Majestic
KOKOMA—Sipe
LANCASTER—Grand
LANSING—Michigan
LAS VEGAS—Stardust
LOS ANGELES—Vogue & Fine Arts
MILWAUKEE—Riverside
MUNCIE—Rivoli
NEW YORK—Odeon & Trans-Lux 52nd
NORFOLK—Newport
OAKLAND—Fox
OMAHA—State
PHOENIX—Cinema Park
RALEIGH—Village
READING—Astor
RENO—Majestic
SACRAMENTO—Alhambra & Crest
SALT LAKE CITY—Uptown
SAN FRANCISCO—Fox
SAN JOSE—Fox
SEATTLE—5th Avenue
SOUTH BEND—State
ST. LOUIS—Orpheum
TERRE HAUTE—Grand
YORK—Capitol

Walt Disney's

THE SHAGGY DOG

starring
FRED MacMURRAY · JEAN HAGEN
TOMMY KIRK · ANNETTE FUNICELLO · TIM CONSIDINE · KEVIN "MOOCHIE" CORCORAN
with CECIL KELLAWAY · ALEXANDER SCOURBY · ROBERTA SHORE · JAMES WESTERFIELD and JACQUES AUBUCHON
Directed by CHARLES BARTON · Screenplay by BILL WALSH and LILLIE HAYWARD · Associate Producer BILL WALSH
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...AND HOLDING OVER EVERYWHERE!!

***OPENING IN 200 ADDITIONAL CITIES FOR EASTER HOLIDAY BOX-OFFICE BOOM...*from* BUENA VISTA!**

Coast Workers Get 50% Pension Hike

By SAMUEL D. BERNS

HOLLYWOOD, March 25. – The Motion Picture Industry Pension Plan board of directors today unanimously approved a 50 per cent increase in retirement benefits to eligible film workers by boosting from $50 to $75 a month the amount to be paid when benefits are scheduled to go into effect on Jan. 1, 1960.

This action was the result of recent negotiations between the IATSE, art directors, building service employees, cooks and waiters, office employees, guards, plasterers, plumbers, studio utility workers and other unions with the Association of Motion Picture Producers, the Alliance of Television Film Producers, and the Film Processors Council, in which increased payments into the industry pension plan were agreed upon.

Health, Welfare Studied

The board pointed out that such negotiations also provided for establishment of health and welfare coverage for qualified employees who retire under the film industry's pension plan. Studies are now being made to provide this coverage.

Bonar Byer of Walt Disney Studios is chairman of the pensions plan dios is chairman of the pension plan board. Mark A. Busher is administrator.

McLendon Optimistic

(Continued from page 1)

Theatre Owners, reached a registration of more than 320 persons.

Expressing the utmost faith in the film business, McLendon pointed out that his firm not only was using "electronic facilities" to promote the industry but also is building a 1,000-seat hardtop theatre in Dallas and is entering into film production.

In another major address, Harry Greene, general manager of Welworth Theatre, Inc., and representative of the business building forum of Minneapolis, suggested that a similar business building organization be set up in an area involving exchange centers in Kansas City, Des Moines, Omaha, Minneapolis, and possibly Oklahoma City. He also advocated hiring a top-grade advertising man for promotion and public relations work in the Great Plains area.

The distribution of an elaborate showmanship kit and reports on forthcoming Hollywood product also were principal items on today's schedule.

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For The BEST SPECIAL TRAILERS
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'Obscenity' Unit Files Report

(Continued from page 1)

session." This official development, as the legislature pushed toward adjournment tonight, confirmed recent MOTION PICTURE DAILY reports that not even the modified classifications bill would be passed. Such factors this year included:

¶ The delay in approving budget.

¶ A lag in delivery of the full script of the Dec. 19 public hearing in New York City dealing with "motion pictures and motion picture advertising."

¶ The pendency in U. S. Supreme Court of an "important case dealing with New York's basic legislation on motion pictures" (the "Lady Chatterley's Lover" case).

No Request from Younglove

Chairman Joseph R. Younglove, in announcing the committee had not requested any of its bills be reported (there were originally four, but one requiring the licensing of motion picture theatres, and another extending the present education law definition of "immoral" and "of a character that would tend to corrupt morals" to film advertising were recently withdrawn), said "for the first time, standing committees were discharged this year, before the budget had been adopted."

The committee, in refraining from recommending action was not influenced by the motion picture industry's strong opposition to them, according to the Johnstown Assemblyman. He conceded the measures had produced "action" by the industry, but "thought it too early to evaluate such action."

Younglove emphasized that a New York "Daily News" expose on "celluloidsin" films allegedly produced by a city employee, and two arrests in Schenectady this week, for possessing obscene literature "with intent to sell," had focused attention on the committee's work made its continuation for another year "certain."

The committee's annual report, filed yesterday, contained: a lengthy section on "motion picture content and advertising,": a shorter one on "radio"; a medium-long critical segment on "television," also others covering "magazines," "pocket-size books," "comic books," "mail solicitation" and "pornography."

Production Code Highly Praised

It described the "Production Code" and the "Advertising Code," adopted by the motion picture industry in March and June, respectively, of 1930, as "excellent," saying the codes "are accompanied by a declaration of principles that leaves little to be desired": administrative machinery "was provided."

The committee report commented, "Prior adherence to the rules so established is believed to have contributed materially to the success of the motion picture industry and to the respect which it has enjoyed as a great medium of education and entertainment."

ITO of Arkansas

(Continued from page 1)

of the two-day meeting, he said:

"Radio was called out, but is now back, and I think we will come back too. Some theatres are enjoying a marked increase in attendance; and if you have attendance, you know you are in business."

Rowley urged re-evaluation of concessions as to locations, containers and pricing.

Afternoon activities included a panel discussion on advertising and election of officers.

Elected to serve the ITOA for 1959 were: Mrs. Nona White, Little Rock, president; J. W. Hitt, Benton, secretary-treasurer, and Bruce Young, Pine Bluff, board chairman.

It is the first time in the history of the organization that a woman has been elected as president.

Interest Is High

(Continued from page 1)

Loew's Theatres, Minnesota Amusement Co., Neighborhood Theatres, Odeon Theatres (Canada), R & F Theatres, RKO Theatres, Randforce Amusement Corp., Walter Reade Theatres, Schine Circuit, Shea Enterprises, Skouras Theatres, Stanley Warner, Trans Lux Theatres, and United Artists Theatre Circuit.

The screenings and merchandising discussions April 8-11 in New York City will be on "A Hole in the Head," United Artists; "Ask Any Girl," M-G-M; "It Happened to Jane," Columbia; "Last Train from Gun Hill," Paramount; "The Son of Robin Hood," 20th Century-Fox; "This Earth Is Mine," Universal, and "The Young Philadelphians," Warner Bros.

Detroit Outlook

(Continued from page 1)

spoke at a luncheon for distributors to introduce Woodrow R. Praught, newly-installed president of United Detroit Theatres.

Since he arrived here Monday Hyman said he has found that the automotive industry has recovered from its business slump with the result that there will be much more money available at theatre box offices.

While business-building drives have bogged down nationally, Detroit exhibitors, under the leadership of the late Harold H. Brown, Jr., Praught's predecessor, have spent about $75,000 locally. Finally he referred to the "do it yourself" campaign noted by the trade press in Cedar Rapids, Iowa. There Tri-State Theatres made "natural allies" for promotions and tie-ins and got results in bringing business back. The connection with Detroit is that Praught was the architect of Iowa success and will bring to bear his talent and experience in a far larger and more fertile area.

'Night' Selected For Cannes Festival

Columbia's "Middle of the Nig co-starring Kim Novak and Fre March, has been selected to be official United States entry in Cannes Film Festival this year. duced by George Justin, directed Delbert Mann and adapted by Pa Chayefsky from his own Broad play, this film is the first motion ture produced in New York City be so honored.

This is the third film that has Chayefsky and Mann work toge and both of the others also were vited to Cannes. "Marty" won Grand Prize in 1955 and "Bach Party" was shown there two years

Toll-TV Tes

(Continued from page 1)

want to permit any test operatio all," and the resolution was passe a close vote of 11-10. Presumably 10 opposed any tests. No House tion is required.

Today's resolution said that the committee adopted its enjoi resolution last year it had dec that a limited test operation "c be helpful to Congress in determi whether or not legislation shoul adopted to authorize subscri television operations on some ext ed or permanent basis, and to scribe the conditions under whic commission would have the pow grant such authorizations."

The FCC test proposal appr by the committee would allow toll-TV system to be tested in one market, thus limiting the nu of test cities to the few systems w have so far been described to commission. The FCC would p more than one television statio each market area to take part i test, however. Only one system be tested in each area.

Harris said this morning that F current proposal is "in line" wit idea of a technical test. He sai would not press for action on a TV bill he introduced early in session of Congress, "because FCC, by its own action, has complished the objectives of the lution." Actually, the FCC actio worked out and cleared with Har advance.

Harris said that any consider of wire toll-TV "would have t approved separately by the con tee," and that any committee a on wire "will depend on dev ments." He declined to say wha velopments he had in mind. The action leaves untouched current for extensive wire toll-TV opera

86 Green' Dates

M-G-M's "Green Mansions," at Radio City Music Hall as Easter attraction, will also be holiday film in 86 other situa in the country, beginning today.

Big Trade Turnout for "The Five Pennies"

EXHIBITORS from the New York metropolitan area and Eastern seaboard cities last night attended a special trade preview of Danny Kaye's new Paramount picture, "The Five Pennies," at Loew's Lexington Theatre here.

Danny Kaye himself, and other stars of the soon-to-be-released comedy-drama were on hand to greet the showmen, as were Paramount executives. Kaye last Tuesday brought the first print of the new film East. Picture is touted as one of the big ones for '59.

George Weltner, Paramount Pictures vice-president in charge of world sales, was host at the unveiling of the film biography of famed band-leader Red Nichols, played by Kaye. A photographer's record of scenes in the Lexington lobby before the film showing is provided on this page.

ed States Ambassador to the United Nations Henry Cabot Lodge (center) and his niece, Emily Alexander, share a laugh with Danny Kaye in the Lexington lobby before the of the preview.

y Deneau (left), vice-president of Para- t Film Distributing Corp., is seen at the ew with Sam Goodman, Century Circuit tive, and Mrs. Goodman.

Circuit executive William Brandt and Mrs. Brandt were greeted on their arrival at the theatre by little Susan Gordon, who has the role of Kaye's daughter in the film.

Eugene D. Picker (left), president of Loew's Theatres, engages Paramount's George Weltner and Mrs. Weltner in conversation in the lobby of the theatre. Subject: "The Five Pennies."

y Balaban (left), president of Paramount Pictures, arrived for the preview of the jazz era comedy-drama accompanied by his son daughter-in-law, Mr. and Mrs. Burt Balaban.

Hugh Owen, vice-president of Paramount Film Distributing Corp., and Mrs. Owen, flank Sol Schwartz, president of RKO Theatres, and Mrs. Schwartz in this photo taken in the lobby of Loew's Lexington.

THE CASE OF THE WANDERING ROACH

INVOLVED were odd shifts which appeared from time to time on a laboratory's color prints. Something, obviously, was interfering with the light source in the printer. Suggestions for tracing the trouble were made by an Eastman Technical Representative . . . and, in short order, the culprit was found—a large roach wandering over the control surfaces.

Not all problems are as simple of solution as this. But whatever they are, the answers almost invariably are inherent in the basic know-how of the Eastman Technical Service for Motion Picture Film, maintained to serve the industry. Offices at strategic centers. Inquiries invited.

For further information write:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 58 NEW YORK, U.S.A., FRIDAY, MARCH 27, 1959 TEN CENTS

easibility' Studied

'ests Not 'OK')f Permanent oll-TV:Harris

es Final Authorization to Congress and FCC

By J. A. OTTEN

/ASHINGTON, March 26.—House nmerce Committee chairman Har- defending the toll-TV action of committee and the Federal Com- iications Commission, said it ıld be clear that neither group was ıg in favor of a permanent au- ization of toll-TV.

Under no circumstances," he told House today, "can the action of FCC and the House committee construed to place a stamp of ap- al on subscription television as a nanent service. All that is au- ized is a conduct of limited tests cient to determine the feasibility ubscription television, but not so nsive that it would permit without

(*Continued on page* 7)

ture Bright, Lippert ıd Ferri Tell Kansans

Special to THE DAILY

ANSAS CITY, March 26.—Urging the problems now confronting lywood be taken to heart, Robert Lippert, president of Lippert Pro- tions and theatres, advised exhibi- to stop "pinching pennies" in an ress concluding the Show-A-Rama vention yesterday at the Hotel ehlebach here. In a roll call of

(*Continued on page* 4)

g 'Philadelphians' ımpaign Planned

The Young Philadelphians" will be en one of the most extensive pub- y, advertising and exploitation paigns in Warner Bros. history, vas announced yesterday by Ben- in Kalmenson, executive vice-pres- it. Simultaneously, Kalmenson an-

(*Continued on page* 4)

EVISION TODAY—page 7

Marchi Bill Is Defeated in Albany; Sought Revised Film-License Fees

Special to THE DAILY

ALBANY, N. Y., March 26.—In the small hours this morning, the legislature defeated, 63 to 62, the Marchi bill which proposed a reduction in the licensing fees charged by the State Education Department's motion picture division. A majority of 76 being necessary, the measure lost. There were 25 absentees. The assembly adjourned sine die, at 4 A.M.

A sharp debate preceded the vote, delayed once by assemblyman Anthony P. Savarese, Jr., Queens Republican. He had sponsored the companion measure, which the Assembly

(*Continued on page* 4)

Box Office Upbeat On Despite Holy Week

Both distributors and exhibitors are noting with keen satisfaction a definite upbeat in business under way in all parts of the country. That the improvement in grosses and attendance not only has continued through the current Holy Week, traditionally one of the low points of the year in show business, but actually has registered further gains is being remarked upon widely in the trade.

The improvement is attributed to popular new box office releases, which obviously are drawing heavily, aided by improving weather over most of

(*Continued on page* 4)

Budget of $11,000,000 For 4 Highroad Films

From THE DAILY Bureau

HOLLYWOOD, March 26. — An $11,000,000 production slate involving four major films for Highroad Productions was revealed today with the arrival of producer-writer Carl Foreman in Hollywood, accompanied by Irving Rubine, Highroad vice-president, for conferences with Samuel J. Briskin vice-president in charge of

(*Continued on page* 7)

'New' Loew's State Reopens Tomorrow

Loew's State Theatre here, which has been undergoing almost complete reconstruction since January 4, will emerge from its cocoon tomorrow afternoon before an invited press, radio and TV preview audience. An-

(*Continued on page* 4)

Players Asked Telemeter For World Series Talk

Telemeter's appearance at the major league baseball players' representatives meeting in Tampa this week on the subject of future possibilities of the world series being shown on pay TV was at the invitation of the players' group, it was learned yesterday.

Leslie Winik, in charge of programming for Telemeter, addressed the

(*Continued on page* 4)

Believe Proposal of TV Bill Caused Industry Self-Appraisal

Special to THE DAILY

ALBANY, N. Y., March 26.—Although killed in Assembly Ways and Means Committee, the Manley television licensing bill accomplished a purpose in causing the industry to take a second glance at programming and the self-regulation machinery in the opinion of Assemblyman A. Bruce Manley, Fredonia Republican.

The measure provided for licensing by a State Education Department division of all television programs—except current events, sports, pictorial news and press excerpts—broadcast over New York State stations. Fee would have been $50 for each half hour of program, or fraction thereof, unless otherwise fixed.

Manley, who conceded the bill, as drafted, would be "unenforceable," met with network representatives, before last month's hearing held in New York City on his, and five other measures, by Joint Legislative Committee on Offensive and Obscene Material. From that meeting came his impression they had scrutinized programming and the code of self-regulation would tighten adherence.

"My bill caused television industry

(*Continued on page* 7)

Annual Report

Fox Earnings For 1958 At $7,582,357

Up $1,071,139 over '57; 4th Quarter Also Better

Net earnings of 20th Century-Fox for 1958 were up $1,071,139 over the previous year, the company reported yesterday.

Consolidated earnings for the year ended Dec. 27, 1958, were $7,582,357. This compares with $6,511,218 for the 52 weeks ended Dec. 28, 1957.

Earnings for the fourth quarter ended Dec. 27 1958, were also up. They amounted to $991,366 or 43c per share, compared with $887,360, or 36c per share for the same period in 1957.

Film rentals, including television,

(*Continued on page* 2)

Maryland Censor Bills Passed, Sent to House

Special to THE DAILY

ANNAPOLIS, Md., March 26.—The Maryland State Senate has passed and sent back to the House for further action two film censorship bills.

One, which earlier had been rejected by the House in a slightly different form, would permit the state censors to classify films as objectionable for

(*Continued on page* 2)

Legislature Would Keep N. Y. 'Obscenity' Committee

Special to THE DAILY

ALBANY, N. Y., March 26.—Before adjourning, the legislature adopted a resolution for continuation of the Joint Committee on Offensive and Obscene Material, whose study field includes motion pictures, television and radio, and which presented several film bills this year. Its appropriation for the next year is $20,000. Assemblyman Max Turshen, of Brooklyn, voted "no" on the resolution, which Chairman Joseph R. Younglove introduced.

PERSONAL MENTION

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising-publicity, will return to New York today from Hollywood.

•

Max E. Youngstein, vice-president of United Artists, left New York yesterday for Hollywood.

•

Samuel Goldwyn and Mrs. Goldwyn will leave San Francisco today aboard the "Lurline" for Hawaii.

•

J. J. Fitzgibbons, head of Famous Players Canadian Corp., has returned to Toronto from Florida, recovered from his recent illness.

•

William "Snake" Richardson, president of Capital Releasing Corp., Atlanta, has returned there from Jacksonville.

•

Mort Abrahams, director of production and programming for NTA, will leave here on Sunday for the Coast.

•

Sidney Newman, of Magna Theatre Corp., will leave here tomorrow for Kansas City to attend the opening there of "South Pacific."

•

Basil Rathbone returned to New York from London yesterday via B.O.A.C.

•

Bob Dorfman, Buena Vista exploitation manager, has left New York for a week's vacation.

•

Sandy Abrahams, Allied Artists advertising-publicity director, will return to Hollywood from here tonight.

Mnpls. Publisher Buys 'Greater Amusements'

Special to THE DAILY

MINNEAPOLIS, March 26. – "Greater Amusements," North Central regional trade publication founded by the late T. E. Mortensen of this city, has been sold by his widow to Frank W. Cooley. The new owner-publisher, a newcomer to the motion picture industry, is associated with Miller Publishing Co. of this city, publisher of grain trade papers. Cooley also publishes a bakery trade paper.

Miami Likes 'Life'

MIAMI, March 26. – Universal's "Imitation of Life" grossed a big $8,086 on its opening day yesterday at three theatres here, the Miami, Carib and Miracle.

Maryland Bills

(*Continued from page 1*)

children between the ages of six and 16. It would apply, however, only to Baltimore.

The other bill, previously passed by the House in a different form, would provide tough criminal penalties for showing obscene films to minors. The Senate version would provide penalties of $200 fine and up to a year in jail; the House provided only $100 in fines and 30 days in jail.

House action will have to come soon, as the legislature's session ends early next week.

North Central Allied Plans June Convention

Special to THE DAILY

MINNEAPOLIS, March 26.–North Central Allied will hold its 1959 annual convention here in June, Frank Mantzke, president, announced. The date will be either June 2 or June 9, and probably at the Nicollet Hotel here, he said. Arrangements are expected to be completed early next week.

Organizational difficulties have beset North Central over the past several years since Benjamin Berger's resignation and a threatened split in membership which contemplated formation of a new organization and affiliation with Theatre Owners of America. However, currently improving business, plus a highly favorable outlook for the spring and summer, is expected to produce a good turnout at this year's convention and augurs well for a stronger organization in the future.

Ohio Bill Would Curb Operations on Sunday

Special to THE DAILY

COLUMBUS, O., March 26.–Ohio theatres would not be permitted to be in operation between 2:30 A.M. and 1 P.M. on Sundays under terms of a bill introduced in the Ohio Legislature by Rep. Louis J. Schneider, Republican, Hamilton County. The bill would prohibit business activity, sports and amusements during that period. Exempt are restaurants, transportation and religious services.

Amusements are exempted from Sunday-closing laws in a bill introduced by Rep. Paul Lynch, Columbus Democrat. The bill would exempt also the sale of drugs, meals, nonalcoholic beverages and 3.2 beer, sale of newspapers, milk and gasoline, commercial trucking and sports events.

Repeal of Ohio's present "blue laws," originally placed on the books in 1831, is proposed by bills introduced by Sen. Anthony Calabrese, Cleveland Democrat and Rep. Robert Taft Jr., Cincinnati Republican.

Variety Clubs Aid In 'Oscar' Promotion

Thirty-five Variety Club tents in key American cities are cooperating with leading first-run theatres in each area to promote the upcoming Academy Awards. Variety Clubs International have distributed over two hundred sets of photographs of all Oscar nominees which are being displayed in lobbies of the several hundred participating theatres. There are some 40 stills of nominees in each set.

International Chief Barker George Eby, who worked out the arrangement with Academy officials, said this was part of Variety's goal to be helpful in every way it could to those fields from which its membership largely comes.

'Oscar' Star List Continues to Grow

From THE DAILY Bureau

HOLLYWOOD, March 26. – Two dozen more personalities have been added to the roster of stars who will appear on the 31st annual awards show of the Academy of Motion Picture Arts and Sciences April 6, Jerry Wald, producer, announced today. Participating in the 105-minute televised program from Hollywood's RKO Pantages Theatre, with several score of previously-announced players, will be Nick Adams, Mickey Callan, Doris Day, Jimmy Darren, Sandra Dee, Taina Elg, Felicia Farr, Eddie Fisher, Eva Gabor, William Holden, Carolyn Jones, Dean Jones, Angela Lansbury, Dorothy Malone, Dean Martin, Joanna Moore, Victoria Shaw, Roger Smith, Connie Stevens, Constance Towers, Jean Wallace, Tuesday Weld, Jane Wyman and Efrem Zimbalist, Jr.

Deadline Is Saturday For Mailing Ballots

HOLLYWOOD, March 26. – Final ballots for selection of 1958 motion picture achievements to be honored on April 6 "Oscar" Awards show must be postmarked no later than midnight, Saturday, March 28, members of the Academy of Motion Picture Arts and Sciences are reminded by George Stevens, president.

A total of 2,084 ballots went out to qualified voters March 13. Count of the secret ballots will be made by Price Waterhouse & Co., certified public accountants.

Book Roach Films

Two films from Hal Roach Distribution Corp., "Bad Girl" and "Wolf Pack," have been booked on the New York "independent third circuit" starting Sunday.

Fox Earnin

(*Continued from page 1*)

for the 1958 fiscal year were 045,679, as compared to $118 880 for 1957.

Under expenses, participati film rentals was up from $16,47 in 1957 to $25,112,421 in 1958 is the amount paid by Fox to pendent producers as their sha

Earnings for 1958 amount $3.30 per share on the 2,29 shares of common stock in the of the public as compared with ings for the year 1957 of $6,5 or $2.49 per share on 2,6 shares.

Outstanding Busines For 'Bravo' Report

Warner Bros.' "Rio Bravo" brought in outstanding grosses first week of the initial 50 k engagements assuring extende for the Easter holiday season company said this week. A first gross of $230,000 was projecte the combined business at 19 r theatres and drive-ins in the Lo geles area on the basis of a gr $190,000 for the first five days Armada Production opened March 18.

From coast to coast, "Rio B business was equally strong, foll openings on March 18. Cited as cal was the Palms State Thea Detroit, where a five-day gr $25,974 indicated the first-week would surpass $31,000. The Theatre in Portland took in $1 in five days with $15,000 pro for the week. The Warner Thea Memphis registered $11,936 i days, with a $16,000 week in The Midwest Theatre in Okla City racked up $9,996 in five

'Green' Big $164,0

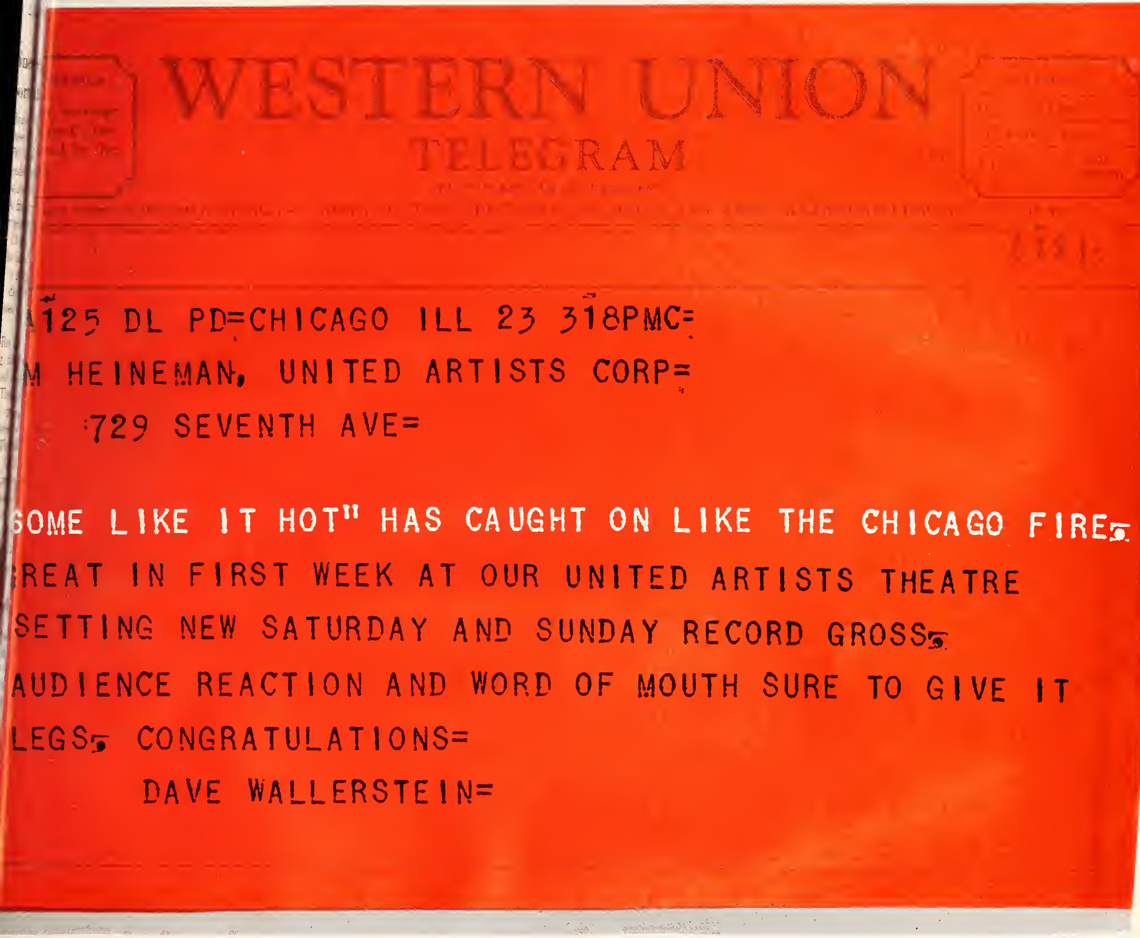
"Green Mansions," the East traction at Radio City Music has grossed over $164,000 in it week, the highest opening we any MGM holiday attraction a Music Hall in nearly four years. while MGM's "Count Your Bless starring Deborah Kerr, Rossano zi and Maurice Chevalier, has set to follow "Green Mansions.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERK
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILV
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

THE HEAT'S ON in Chicago!



WESTERN UNION
TELEGRAM

125 DL PD=CHICAGO ILL 23 318PMC=
M HEINEMAN, UNITED ARTISTS CORP=
729 SEVENTH AVE=

SOME LIKE IT HOT" HAS CAUGHT ON LIKE THE CHICAGO FIRE,
REAT IN FIRST WEEK AT OUR UNITED ARTISTS THEATRE
SETTING NEW SATURDAY AND SUNDAY RECORD GROSS,
AUDIENCE REACTION AND WORD OF MOUTH SURE TO GIVE IT
LEGS, CONGRATULATIONS=
DAVE WALLERSTEIN=

RILYN MONROE / TONY CURTIS / JACK LEMMON
BILLY WILDER PRODUCTION "SOME LIKE IT HOT"
STARRING GEORGE RAFT / PAT O'BRIEN / JOE E. BROWN
PLAY BY BILLY WILDER AND I. A. L. DIAMOND / DIRECTED BY BILLY WILDER
PICTURE / A MIRISCH COMPANY PICTURE

The music from "Some Like It Hot" (and Marilyn sings!) is available on United Artists Records at all record shops.

THRU UA

'New' State

(Continued from page 1)

other invitational preview is scheduled for the evening, when celebrities, business leaders and motion picture executives will attend.

The opening climaxes an intensive three-month promotional campaign directed by Ernest Emerling, Loew's Theatres vice-president, and executed by associates Jim Shanahan, Ted Arnow, Russ Grant, Paula Gould and Ann Bontempo. Every metropolitan newspaper has carried special features on the reconstruction, and columnists have been liberal with relative items. Features by nationally syndicated writers have also appeared in major cities where Loew's operates theatres.

Start Set for Sunday

Showings of United Artists' "Some Like It Hot" for the public will begin Easter Sunday at noon. On weekdays, the new theatre will operate continuously from ten in the morning. Looking ahead, MGM's "Ben Hur" is expected to premiere at the State in the fall, on a reserved seat basis.

Radio and TV coverage of the premiere proceedings will be beamed to three continents and 28 countries through NBC-TV Monitor, the Armed Forces Radio Network and "Voice of America." WMGM's Ted Brown and the Redhead will report the lively proceedings and do guest interviews with showbusiness celebrities from the lobby of the theatre.

Players Asked

(Continued from page 1)

players' meeting on what Telemeter means to baseball and the players. He advised them not to make a new deal for televising the world series without first investigating the possibilities of pay TV. He estimated it could bring in a minimum of $12,000,000, compared to the $3,250,000 received annually at present for TV rights to the series and the All-Star game.

Demonstrations Planned

Winik's remarks were in anticipation of negotiations being opened next year on a new World Series TV arrangement. The present five-year contract will expire in 1961. His appearance at the Tampa meeting was inconclusive, it is understood, and did not include a Telemeter demonstration.

When the players' representatives come north with their teams after the opening of the major leagues season, Telemeter demonstrations will be arranged for them here and on the West Coast.

Telemeter is a Paramount Pictures subsidiary.

Maryland Censor Dies

BALTIMORE, March 26. — Funeral services will be held here tomorrow for Mrs. Maude Bonar Dorrance, member of the Maryland State Board of Motion Picture Censors, who died Tuesday at Union Memorial Hospital.

State Group Advises Industry Seek Better Production Code Compliance

Special to THE DAILY

ALBANY, March 26.—A recommendation that the industry "intensify its efforts to induce voluntary compliance with the spirit and letter" of its code, is made by the state joint legislative committee on offensive and obscene material in its annual report released here yesterday.

The report states that within recent years "the pressure of television, accompanied by a decline in theatre attendance, has apparently induced numerous producers to seek business by filming and advertising material which appears to be in complete violation of the spirit and letter of the industry's own (Production and advertising) codes.

"This tendency has been abetted by the apparent lenient attitude of the U. S. Supreme Court and by some liberalizing provisions of the Code adopted in 1956 in order to 'bring it up to date'. As a result, the screens and billboards of the nation have been filled with 'adult' or 'realistic' presentations dealing with sexual immorality, sexual crimes, perversion, nudity, brutality and extreme violence," the report states.

Geoffrey Shurlock, Production Code administrator, is quoted in the report as having written that "More and more of our films are being based on subject matter that is further and further removed from the standards of mass entertainment on which the Production Code was based. It is becoming steadily more difficult to bring this material within Code requirements."

The report cites newspaper refusals of film advertising, public protests, proposed censorship legislation in many states and cities, examples of what it terms "responsible comment" in connection with samples of newspaper and billboard advertising and newspaper editorials.

"It is apparent to the committee," the report says, "that there is need for substantial improvement. This improvement can best be accomplished voluntarily and within the industry by a return to the responsibility, principle and letter of the Production and advertising codes. Should the industry fail to take such action, additional state and Federal controls would appear inevitable."

The committee, which had proposed four regulatory measures affecting film, theatres and their advertising in New York, withdrew two of them and asked that action on the rest be deferred pending further study to be completed prior to the 1960 session of the legislature. However, regardless of the committee's request, it is doubtful that action could have been taken on the measures before the legislature adjourned.

Seven Majors, MAC Lose Conspiracy Suit

Special to THE DAILY

MINNEAPOLIS, March 26.—Seven film distributing firms and the Minnesota Amusement Co., theatre circuit, have been assessed triple damages totaling $168,369 in U.S. District Court, Fourth Minnesota division, here in the Hollywood Theatre case charging conspiracy to "establish and maintain preferential circulation for theatres operated by Minnesota amusement company."

The case was brought by owners of Hollywood theatre, Minneapolis, and tried from September to December 1957. The distributors are: Columbia Pictures Corp., Loew's, Inc., RKO Radio Pictures, 20th Century-Fox, United Artists, Universal film exchange and Warner Brothers.

Federal Judge Gunnar Nordbye found "the national conspiracy was carried out on a local level by the establishment and maintenance in Minneapolis of the clearance schedule."

The Hollywood began operation in 1935. About one mile away was the older Arion Theatre leased by Minnesota Amusement Co.

In 1935 before the Hollywood opened the Arion was a 932-seat house charging 15 cents and on a playing position of 112 days after first run. By 1936 after renovation the Arion had advanced to 25 cents and "announced to distributors it would play on a 49-day playing position, seven days ahead of the Hollywood" then also at 25 cents, the Judge wrote.

The jurist wrote "this imposed an unreasonable clearance upon the Hollywood in favor of the Arion during the period 1936 until the end of 1948 and (the distributors) thereby agreed, combined and conspired unreasonably to restrain trade and commerce in violation of anti-trust law."

Box Office

(Continued from page 1)

the country, school vacations and other factors. The total of box office beneficiaries more than outweighs the Holy Week offset.

Pictures showing the uptrend way are "Imitation of Life," "Some Like It Hot," "Al Capone," "Rio Bravo," "The Shaggy Dog," "Sleeping Beauty," "The Tempest," "The Sound and the Fury," "Green Mansions," "Gidget" and "The Mating Game."

'Oscar' Trailer on TV

Exhibitors have been quick to arrange for televising the theatrical trailer for the Academy Awards presentation when this was suggested to them and 16mm prints were offered for the purpose, it was reported here. A dozen important TV stations have already agreed to use this trailer to promote the Oscar telecast. Some stations indicate they will use the full minute trailer 10 to 15 times.

Marchi Bil

(Continued from page 1)

committee on public education ki
several weeks ago.

After the upper house appro
Tuesday, by 56 to 0, Senator Marc
bill, it went to the Assembly r
committee. Supporters, including
Commerce and Industry Associa
of New York, succeeded in ha
rules report the act last night.

Opposition Too Strong

The unfavorable vote by the
sembly education committee pr
a road-block too strong for propon
to penetrate.

Assemblyman Louis Wall
Queens Democrat, cited the actio
that committee—to which he bel
—as a reason for rejection on the
roll call.

Opposition by the budget divi
and the Education Department
deferred passage.

Lippert and Ferri

(Continued from page 1)

Hollywood studios, the theatre
reviewed the present situation of
company, pointing out the nu
of television films being made and
pictures being shot for theatres.

"I'm still high on this busin
Lippert said, "and I have built t
new theatres in the last six month
proof of that faith. I look for
business this summer if exhibitor
their part in promoting product."

Ferri Tells of New Faces

In another major talk, Roger F
editor of the 20th Century-Fox J
nal, reported on the studio's camp
to sell new faces, listed the re
personalities developed by the c
pany and announced future films
would feature the performers.

The board of directors is sched
to meet soon to elect the orga
tion's new officers.

'Philadelphians'

(Continued from page 1)

nounced the appointment of
Bercutt as national coordinator
"The Young Philadelphians"
paign. Bercutt will function in
same capacity in which he serve
the national campaign for "Gi
"Sayonara" and "The Old Man
the Sea."

May 30 has been set as the nati
release date for the feature which
Paul Newman, Barbara Rush, A
Smith, Brian Keith and Diane B
ster.

'Capone' Draws Well

"Al Capone" opened at the Vic
Theatre here Wednesday to an
time midweek opening day recor
$8,040, it was announced by M
Goldstein, vice-president and ge
sales manager of Allied Artists. I
vealing the gross, Goldstein also
closed that the "Capone" figure
the record shared by such outst
ing pictures as "Defiant Ones"
"Man with the Golden Arm," w
also played the Victoria.

Variety Clubs International

MAKE YOUR RESERVATIONS
NOW, FOR THE GAYEST, BRIGHTEST,
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IN THE PLAYGROUND
OF AMERICA.

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Motion Picture Daily Feature Reviews

Vestbound

arner Bros.

In bright WarnerColor, this Ran- lph Scott western drama should fit mfortably into any program sched- e, endowed as it is with relatively ort footage and a maximum of bust action. Decorating the proceed- gs considerably are two shapely ondes in the persons of Virginia ayo and Karen Steele.

In Berne Giler's screenplay, Scott a Union cavalry officer assigned to -activate his formerly managed agecoach line for the shipment of ld from California to federal banks ring the Civil War. Returning to e line's home-base, Scott finds that records and personnel have dis- peared, while agent Andrew Dug- n has resigned and married Miss ayo, Scott's former sweetheart.

Against much local opposition, ott starts to reorganize the stage- ach line, helped considerably by e-armed Union veteran Michael ante, who is married to Miss Steele. espite the antagonism of the Con- derate sympathizers, Scott and ante manage to stock a full corral of rses, only to have them stolen by uggan's henchmen. Soon after, ante is shot emerging from his front or and dies shortly thereafter.

This time, Scott does not take the eachery lying down. In a roaring n battle, he cleans out Putnam and s gang, and the stage line is free to n whenever it pleases. Miss Mayo ves up her claim on Scott, however, return to St. Louis, leaving him e to pick up the threads of a ro- ance with Miss Steele.

Budd Boetticher directed this enry Blanke production, and the sults are about standard for a Scott hicle. Wherever that venerable estern star has a following, "West- und" should be able to capture its lowing in generous proportions.

unning time, 69 minutes. General ssification. Release, in April.

WARREN G. HARRIS

Thunder in the Sun

Seven Arts—Carrolton—Paramount

HOLLYWOOD, March 26

HERE is a decidedly offbeat western that boasts a stylized Indian fight that will long be remembered and a strong combination of marquee names. Susan Hayward, consistent in her skillful delineation of difficult roles, which currently has placed her as a strong contender for the forthcoming Academy Award as Best Actress, adds another fine performance to the list, portraying, with French accent, a pioneer who braved the dangers of the west to settle in California.

Co-starring with Miss Hayward are Jeff Chandler as the fearless guide of a wagon train, with a rough, persevering manner to win Miss Hayward's love; and Jacques Bergerac, who, according to the tradition of a group of Basques making the trek, must assume the responsibility of his brother's early childhood betrothal to Miss Hayward, when the latter is killed unwittingly by one of his own countrymen.

In addition to the canvas of Western desert, mountainous terrain, and a thrilling prairie fire, the fighting action created by second unit director Winston Jones, and the angles employed by cameraman Stanley Cortez provide a complement of excitement for the overall direction of Russell Rouse. Producer Clarence Green also seasoned his production with a stirring musical score by Cyril Mockridge, and some flamenco dance interludes.

Story was scripted by Rouse from an adaptation by Stewart Stern. The element that sets this Western apart from other outdoor dramas is the quest by the colorful group from the French Pyrennes, who fought in the Napoleonic Wars, to find a new life in California, and their determination to re-plant a wagon load of grape vines which they brought from France and protect against all odds, to start a vine industry of their own.

Chandler proves himself worthy of Miss Hayward's love through self-sacrifice in helping the group reach their goal. She responds, despite earlier differences, and her betrothal to Bergerac is set aside. The suspense for the final plan to outwit the Indians that stand between the remnants of the wagon train and California is charged with excitement as the Basques surprise the Indians by employing a springing technique of mountain fighting for which they were known.

Other names and faces in the cast that will prove familiar are those of Blanche Yurka, Carl Esmond and Fortunio Bonanova.

Running time, 81 minutes. General classification. Release, in May.

SAMUEL D. BERNS

rson for Hire

lied Artists

HOLLYWOOD, March 26

William F. Broidy has produced re an action feature, whose main set lies in the use of considerable ck footage of important fires, show- firemen in action and the grim pects of wreckage and victims. Steve odie, portraying an arson squad in- ector, delivers his usual ingratiating rformance to carry the film. Tom ubbard wrote the screenplay and or Brooks directed.

The story concerns the tracking wn of the masterminds of a plan to pitalize on the fire insurance of large ildings by committing arson and en blackmailing the building own- into splitting the insurance set- ments.

Tom Hubbard, Brodie's assistant, whose father had died in a fire, and who would have had the job as inspector if Brodie had not been brought in is exposed as the criminal for the surprise climax. An obvious romance is integrated between Brodie and Lyn Thomas, an actress, heiress to a warehouse that burned down, whom he uses to set a trap for the criminal.

This film is being offered exhibitors as a "package" by Allied Artists for "The Giant Behemoth."

Running time, 67 minutes. General classification. Release, in March.

S.D.B.

The Giant Behemoth

Allied Artists

HOLLYWOOD, March 26

Special effects, created by Jack Rabin, Erving Block and Louis De Witt, of a fictional sea monster which grew to enormous proportions as a result of radiation fallout from numerous atom bomb tests, make this intelligent offering, properly exploited, a cinch for big profits.

Dave Diamond, who produced the film in England, using the American special effects technicians to integrate the thrills and excitement, owes much for this intriguing piece of entertainment to his selection of Eugene Lourie for the writing and directing of the screenplay. Gene Evans, known to domestic audiences, delivers a sincere portrayal of an American marine biologist, and is ideally teamed with Andre Morell, as an English physicist.

Much of the suspense and thrill footage, based on the story by Robert Abel and Allen Adler, is derived from the appearance of dead and radioactive fish on beaches, the loss of an ocean liner will all hands missing after a mysterious collision and the mob panic in London as the beast makes its way up the Thames.

A solution to effectively destroy the monster which could not be done with gunfire, is reached by piercing the body of the Behemoth with a torpedo carrying a radium-impregnated warhead.

Allied Artists has "packaged" this thriller with another action feature, "Arson for Hire."

Running time, 80 minutes. General classification. Release, in March.

S.D.B.

Nowhere to Go

Ealing—MGM

Produced as an Ealing film by Michael Balcon, this British suspense drama is interest-holding almost throughout, despite some complicated contrivances on the part of screen writers Seth Holt and Kenneth Tynan. Star George Nader should prove a lure to American audiences.

Located in London, the action revolves around Nader, a Canadian, and his designs on the valuable collection of antique coins owned by widow Bessie Love. Worming his way into her confidence, Nader sells the coins to a dealer while Miss Love is away on a weekend, hiding the proceeds in a safe deposit vault.

But Nader has no intentions of eluding the police. Rather, he makes himself easy pickings, in the hope that he will get a light prison sentence and be able to pick up the stolen money upon his release. The sentence is harsher than Nader bargained for, however, and he is forced to break prison with the help of a former cohort, Bernard Lee.

Once Nader is back in circulation, Lee tries to steal his loot from him. Lee manages to get the key to the safe deposit box away from Nader, but is unintentionally killed when the latter comes to retrieve it. Unable to gain shelter from the underworld because of Lee's death, Nader turns to pretty Maggie Smith, whom he has met earlier and who arranges for him to hide out on her parents' estate in Wales. Here, Nader is fatally shot in an attempt to steal a bicycle after Miss Smith has been picked up for questioning by the police.

A goodly portion of these proceedings is told in flash-back, with the film opening with Nader's escape from prison. This technique tends to confuse the plot, and it is not until the action is well advanced that audiences will be able to get a clear picture of what Nader has been up to. However, thanks to co-author Holt's direction, movement is fast and sure.

Performances are generally good, although Nader may prove a bit too wooden for some tastes. Miss Smith is an interesting and unusual new face, and Miss Love, a star in her own right in the younger days of motion pictures, a refreshing older one.

Running time, 89 minutes. General classification. Release, in March.

W.G.H.

Embassy Gets Sequel

Embassy Pictures, which is currently readying the Italian-made "Hercules" for release in the United States this summer, also holds American, Canadian and certain foreign rights on the sequel, "Hercules and the Queen of Lydia," it has been reported here. Because of release plans for the first "Hercules," however, the sequel will not be distributed here before 1960.

Tests Not Toll-TV 'OK': Harris

(*Continued from page 1*)

further action by the Congress and the commission the development of a new subscription television service on a permanent basis."

The length and detail of Harris' statement made it plain he plans to forget about any public hearings on his bill to ban broadcast and wire toll-TV.

The FCC on Monday announced it would start immediately to accept applications from TV stations for toll-TV tests, with each toll-TV system limited to one market area and each area limited to one system. The House committee yesterday endorsed the FCC plan by a close 11-10 vote.

Some Opposition Here

Meanwhile, in New York, it was learned that some members of the Joint Committee on toll-TV favor new delaying actions against the start of tests. Some members are discussing plans to ask Congressional committees and the FCC itself to hold hearings on the FCC proposal, while court action challenging the constitutionality of the FCC's order is also under discussion.

Rep. Hemphill (D., S.C.), one of the Commerce committee members who opposed the resolution yesterday, warned today that the FCC plan "may be the opening of the door to permanent pay television." Pay-TV, he maintained, will do away with free television in a short time.

But Harris maintained the projected FCC tests were restricted enough to eliminate any fear that they would be the opening wedge for permanent authorization. He said the committee's objection to the original FCC proposal for tests in up to three cities per system was exactly that—that the tests were so extensive they might bring about the virtual establishment of toll-TV without any chance for Congress to act.

With the restrictions in the new FCC order, however, Harris said, the committee felt that there was no such danger and that the experience gained from the tests would help Congress decide later the advisability of permanent authorization of toll-TV.

"As a matter of principle," he said, "it would seem unwise to prevent the conduct of test operations of any new development as long as the test operations themselves are not contrary to the public interest."

Promoters Take the Risk

The FCC proposal, he said, puts all the financial risk on the toll-TV promoters and gives them no assurance that at the end of the test period they will get authority to continue.

"On the contrary," he said, "the promoters are on notice that Congress reserves the right to determine whether or not to enact legislation to empower the commission to grant, and to prescribe the conditions under which the commission would have power to grant, authorization for extended or permanent operations."

Budget for 4

(*Continued from page 1*)

Columbia Pictures studio operations. Bringing with him completed screenlays for Highroad's entire program, oreman will discuss with Briskin the se of Columbia players for important oles in the properties.

M. J. Frankovich, managing direcor for Columbia in England, arrives arly next week to participate in the onferences.

Has Two New Properties

In addition to the previously anounced "Guns of Navarone," for hich Columbia has approved a budet of $5,000,000, Foreman also anounced two new properties, "The eague of Gentlemen," which goes efore the cameras in England in une, and "Holiday," which is schedled for fall production in Italy.

Foreman's schedule of four picures, which will be completed by une of 1960, will be filmed in all ases against actual backgrounds of e stories.

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ich. Allied Convention

DETROIT, March 26. — Allied heatres of Michigan has scheduled s 40th annual convention for Sept. 3-24 at the Statler-Hilton Hotel here, ilton H. London, president, anounced today.

'Hardy Comes Home' Reported Big Grosser

From THE DAILY Bureau

HOLLYWOOD, March 26.—Contradicting theories of competition from television, Fryman Enterprises' "Andy Hardy Comes Home," the Mickey Rooney starrer recently produced by Red Doff for M-G-M release, has grossed in excess of $600,000 in its first six months of release, paying off its negative, print and advertising costs, it was reported today.

The gross, taken out of 5,000 playdates to date, was earned despite the fact M-G-M's original "Andy Hardy" features, which starred Rooney, have had saturation television bookings.

Wolhandler Adds Two

Abby Rand, account executive, and Peggy Walters, office manager, have resigned from Rogers & Cowan to join Joe Wolhandler Associates, public relations organization specializing in the entertainment field, headed by the former vice-president in charge of Rogers & Cowan's New York office.

George J. Grischow, 72

PORTLAND, Ore., March 26.—George J. Grischow, 72, for over 50 years a projectionist, musician and electrician in this area, died at his home here following a heart attack. His widow, Marie, survives.

Television Today

Desilu Net $141,730 For 40-Week Period

Desilu Productions, Inc., yesterday issued its first interim report to stockholders, covering a 40-week period ended Feb. 7, 1959. The report showed that the company's net income for the 40-week period was $141,730, as compared to $26,082 for the corresponding period in the previous year.

In the interim report, president Desi Arnaz advised stockholders that "the major part of the company's profits is derived from the residual usage of television productions after the first-run telecast." Arnaz added that, since the company is endeavoring, following its growth pattern, to develop many more new shows than it has in the past, it does not expect to show any greater substantial profits for the fiscal year by virtue of such reinvestment of profits.

Eight Pilot Films Planned

Production and residual release plans for the next television season are not completed, Arnaz advised stockholders in his report, since it is usually late in the spring before programming of television shows is finalized for the following season. Desilu will have produced eight pilot films for sales presentation, which, the company feels, when coupled with its current successful season, will provide it with a very strong production potential of new and continued television series. Arnaz said indications are such that Desilu's pattern of previous successes in the sales area will be continued this year.

15-Cent Dividend Paid

Accompanying the current interim report to stockholders were checks representing a 15 cent per share cash dividend on the common stock of Desilu, payable March 27, to holders of record on March 13.

'Today' to Originate From Paris 5 Days

NBC-TV's "Today" will originate from Paris via videotape for five days beginning April 27, it was announced by Jerry A. Danzig, vice-president, participating programs, NBC Television Network.

Danzig said the early morning Monday-through-Friday news and special events program would originate in Paris through the facilities of Intercontinental Television, S.A., involving the use of a 15-ton, 35-foot, self contained mobile videotape unit. "Today" will do five two-hour live programs in five different neighborhoods of Paris.

Newscasts will be carried from New York, as usual, but the Paris scenes will be shown here the day after they are shot, being carried back to the U.S. via K.L.M.

N.Y. TV Bill

(*Continued from page 1*)

leaders to take a second look," declared Manley. He revealed they had also told him of deletions made from motion pictures already licensed by the State—this, as an example of self-regulation.

Manley received about 300 mailed, telephoned and wired messages on his "censorship" proposal. While the industry unanimously opposed it, he drew considerable favorable comment, "although the writer did not discuss the bill's practicality."

Robert Leder's presentation of the industry case impressed Manley. Leder is a WOR official.

Observing that "budget legislation overshadowed bills like my television project, this year," Manley suggested it might have been wiser to limit the measure to "programs produced in New York State." The proposed license fee was "purely arbitrary."

ABC Coast Radio Web Takes Over Don Lee Net

From THE DAILY Bureau

HOLLYWOOD, March 26. — The ABC Pacific Radio Network took over the Don Lee Network, radio's largest regional network today, in a deal consummated between Norman Boggs, vice-president and general manager of Don Lee and Edward De Gray, vice-president in charge of the ABC Radio Network.

ABC will continue all of Don Lee's programming commitments, at the same release times currently scheduled. Effective date of takeover is April 26 to coincide with Pacific daylight saving time.

KHJ, Los Angeles, and KFRC, San Francisco, will remain in the corporate Don Lee structure owned by Tom O'Neil's General Teleradio; both will operate as independents, with affiliation continuing with Mutual Broadcasting system.

Goodson, Todman on Coast for Meetings

From THE DAILY Bureau

HOLLYWOOD, March 26. — Mark Goodson and Bill Todman have arrived here to huddle with Harris Katleman, their west coast vice-president in charge of telefilm production, on seven film series which they are preparing for fall release.

The series are: "Jade O'Hara," "Joan Crawford Theatre," "Heave Ho, Harrigan," "The Rebel," "Philip Marlowe," "Barbary Coast" and "Detective At Large."

With these projects, Goodson-Todman stands to have 27 half-hours of programming on fall network schedules each week. The company is also engaged in helping finance a new publishing firm, Star Press Books.

RESERVED SEATS
NOW ON SALE FOR
NEXT 6 MONTHS
RKO PALACE
RKO PALACE
GEORGE STEVENS' PRODUCTION OF
THE DIARY OF ANNE FRANK
20th Century Fox presents
GEORGE STEVENS' PRODUCTION OF
THE DIARY OF ANNE FRANK
R·K·O PALACE
THE DIARY OF ANNE FRANK
DO NOT CROSS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 59 NEW YORK, U.S.A., MONDAY, MARCH 30, 1959 TEN CENTS

o Diversify

oew's Circuit 'o Extend Its lodernization

ate Remodelling Here 'Nucleus,' Picker Says

he $1,000,000 modernization of ew's State Theatre in Times Square, t completed, is the nucleus of a gram which l be extended any theatre the circuit ere renovan is needed desirable, gene Picker, ew's Theas president, d on Friday. Among the t of the cirt's houses eduled for n provement l be the Capitol on Broadway, and

Eugene Picker

(*Continued on page* 5)

onroe Sparks Bow of ike It Hot' Here

larilyn Monroe took New York by rm Saturday at the Broadway preere of her new film, "Some Like It t," which opened the rebuilt ew's State Theatre. Diplomats and ial leaders, showbusiness headlin- and Wall Street wizards along h the top brass of New York ofaldom jammed their way into the

(*Continued on page* 2)

scar' Awards Show tended 15 Minutes

From THE DAILY Bureau

IOLLYWOOD, March 29. — The ual awards of the Academy of tion Picture Arts and Sciences, to televised and broadcast over the C network, has been extended to cord two hours, it was announced Friday by Valentine Davies, chair-

(*Continued on page* 3)

LEVISION TODAY—page 5

Phila. Commission Cites Industry For Films Aiding Intergroup Relations

Special to THE DAILY

PHILADELPHIA, March 29.—George Stevens, Charlton Heston, Sidney Poitier, Millie Perkins and Jackie Robinson will be among the screen personalities who will come here April 18 to represent the motion picture industry which will be honored by receiving the national fellowship award of the Philadelphia Fellowship Commission, at a dinner in the Hotel Broadwood.

This year's national fellowship award will be given to the film industry "for its production of many sensitive and forthright feature films over the years that have contributed notably to the improvement of intergroup relations and the promotion of racial and religious understanding."

Stevens will be given an award in recognition of his contribution to the field of human relations as producer and director of "The Diary of Anne Frank," starring Miss Perkins. Mr. Poitier will be given a national fellowship award for his performance in "The Defiant Ones." Heston will be honored for his portrayal of Moses in "The Ten Commandments." Robinson will be given special recognition for his "The Jackie Robinson Story." He will be the guest speaker at the award dinner.

ASCAP Board Member Elections Certified

The committee on elections of the American Society of Composers, Authors and Publishers has certified to ASCAP's president, Paul Cunningham, results of the election of writer members and publisher members for the Society's board of directors, commencing Wednesday.

The writer members in the popular-production field were: Stanley Adams, Paul Cunningham, Howard Dietz, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, Arthur Schwartz, Ned Washington and Jack Yellen. Arthur Schwartz replaces George W. Meyer, who resigned from the board, and Howard Dietz replaces incumbent Alex C. Kramer. In the standard writer group, Morton Gould,

(*Continued on page* 3)

Academy Awards Day Proclaimed by Wagner

New York City Mayor Robert F. Wagner has officially proclaimed April 6 Academy Awards Motion Picture Theatre Day, urging New Yorkers to "share in the excitement and entertainment" of the industry's annual affair.

In the proclamation Wagner cites the importance of the film industry to New York, saying it employs in the city some 45,000 people and operates approximately 400 neighborhood theatres in addition to Broadway showcases.

Universal Reports 13 Week Profit $2,811,935

Universal Pictures at the weekend reported a consolidated net profit for the 13 weeks to Jan. 31, 1959, of $2,811,935, after Federal tax benefits of $680,000 on ordinary operations.

Included in the figure is $3,676,510 net of taxes, resulting from the sale of the studio. After providing for dividends on the preferred stock such profit amounted to $2.98 per share on 927,254 shares of common stock outstanding, excluding shares in the treasury of the company at Jan. 31, 1959.

The loss before the non-recurring

(*Continued on page* 3)

'Porgy' To Have World Bow at Warner Here

Samuel Goldwyn's production of "Porgy and Bess" will have its world premiere at the Warner Theatre here in late June, it was announced at the weekend by Abe Montague, executive

(*Continued on page* 3)

Coast La Brea Sold; Will Be Modernized

From THE DAILY Bureau

HOLLYWOOD, March 29.—Robert I. Kronenberg, president of Manhattan Films International has purchased the La Brea Theatre and building from Seymour and Willard Chotiner. The property is located in the Miracle Mile district and was operated by Fox

(*Continued on page* 3)

Good Attendance

Eby to Remain As Head of Variety Int'l.

Re-election of Officers Forecast; Toronto in '60

By SAMUEL D. BERNS

LAS VEGAS, Nev., March 29.—The reelection of George W. Eby of Pittsburgh for another year as International chief barker of Variety Clubs, together with the present slate of officers, is confidently expected by the delegates to International Variety's 32nd annual convention which opens here on Tuesday and continues through the week.

Several hundred delegates from all parts of the country arrived here over the weekend and scores more are expected in the next few days.

Other officers of International Variety are: John H. Harris, Big Boss; Robert J. O'Donnell, International Ringmaster; Marc J. Wolf, Interna-

(*Continued on page* 2)

Standard & Poor's Sees Attendance Firmer

Reporting its belief that motion picture theatre attendance appears to have leveled off at the current figure of an estimated 40 millions weekly, Standard & Poor's amusements industry survey says that receipts now should benefit from the Federal admissions tax relief which went into effect the first of the year.

The report notes the cutback in

(*Continued on page* 2)

Interstate Circuit Pushing 'Oscar' Show

Raymond Willie of the Interstate Circuit in Texas reported to COMPO over the weekend here that more than 80 of the circuit's theatres were actively promoting the Oscar telecast "with full cooperation, manpower and an abundance of enthusiasm."

Several of the key managers of the circuit have arranged for use of the Red Buttons trailer on their local TV stations, and there has been good

(*Continued on page* 5)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to his Washington headquarters on Friday following a brief visit to New York.

•

HAROLD GOLDMAN, president of NTA International, will leave here tomorrow for the coast.

•

DANNY KAYE returned to Hollywood over the weekend from New York.

•

WILLIAM PERLBERG, producer, will arrive in New York today from the Coast.

•

ROGER MOORE, British actor, arrived in New York last week via B.O.A.C. from London.

•

WILLIAM FADIMAN, Columbia Pictures executive story editor, has arrived in New York from Hollywood.

•

RAY MCNAMARA, of the Allyn Theatre, Hartford, has returned there from New York.

•

EDWARD DMYTRYK, director, has left New York for Munich, Germany.

•

FRANK PETRAGLIA, Buena Vista exploitation representative, has returned to New York from key cities of Ohio.

•

JACK CLAYTON, British director, arrived in New York at the weekend from London.

•

ROBERT MOSCOW, general manager of the Rialto Theatre, Atlanta, has returned there from New York.

•

JOHN OXBERRY, president of Animation Equipment Corp., New Rochelle, will leave there early in April for England and the Continent.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS Custom Produced by the hand of experience! NATIONAL SCREEN SERVICE TOPS IN TRAILERS

Film Industry Described as 'Rich' In Debating Over Marchi Bill

Special to THE DAILY

ALBANY, N. Y., March 29.—In a sharp debate which preceded the vote in the legislature that defeated the Marchi bill proposing a reduction in licensing fees charged by the State Education Department's motion picture division, one argument advanced was that the film industry "is rich" and "does not need relief."

In his budget message Governor Rockefeller had estimated the film "tax" would yield $400,000 during the fiscal year ending March 31 and the same amount in the next year.

Sees 'Bad Precedent'

Assemblyman Daniel M. Kelly, New York City Democrat, asserted the Marchi bill would aid "the big distributing companies and not the small theatres." He claimed a "bad precedent" was being set in voting relief to important industries such as that given the railroads recently.

The state's financial stringency and the record-breaking budget for 1959-60 likewise had an effect on the voting.

Assemblyman Anthony P. Savarese, Jr., Queens Republican, argued that justice required a reduction in the film license fees, on which the state had been realizing a sizeable "profit" for years. The present charge for prints was characterized as excessive. Through saturation bookings small theatres were being helped but continuations of the present print "bite" threatened this booking practice, he added.

The roll call showed many Democrats, especially from New York City, but some from upstate, too, voting in the negative. Many, although not all, upstate Republicans, registered in the affirmative.

Noonan Opposed

A "no" ballot was cast by Assemblyman Leo W. Noonan, Cattaraugus County Republican, who had sponsored a similar bill, in the lower house, twice. Noonan is a member of the education committee, which in the past voted out the measure.

Those answering "aye" included Majority leader Joseph P. Carlino; Assembly Ways and Means Committee chairman William H. Mackenzie; Joint Legislative Committee on Offensive and Obscene Material Chairman Joseph R. Younglove.

Two of Younglove's committee, Lawrence Murphy, Brooklyn Democrat, and Hunter Meighan, Mamaroneck Republican, voted "nay."

Monroe Sparks

(*Continued from page 1*)

completely refurbished 1700 - seat showcase for the premiere of the United Artists comedy starring Miss Monroe, Tony Curtis and Jack Lemmon.

Several hundred members of the press, radio and television of 28 nations covered the gala event.

Among the luminaries present were: Marlene Dietrich, Hedy Lamarr, Tallulah Bankhead, Tina Louise, Fay Spain, Joan Blondell, Celeste Holm, June Havoc, Faye Emerson, Jayne Meadows, Anita Colby, Ella Logan, Fredric March, Gypsy Rose Lee, Maggie McNellis and Arthur Miller.

Diplomats to Attend

Also, G. Keith Funston, of the New York Stock Exchange, General Omar N. Bradley, Portuguese Ambassador Vasca Garin, Cleveland Amory, Huber Boscowitz, Bennett Cerf, Prince Serge Obolensky and Arthur B. Krim and Robert S. Benjamin, president and chairman of the board, respectively, of United Artists.

A budget of $125,000 has been set for the New York campaign for United Artists' "Some Like It Hot," it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation.

Key elements of the all-media campaign include heavy cooperative advertising at the local level, a giant music cross-promotion, a major book tie-in, a saturation radio and television promotion, merchandising tie-ins with major department stores and retail outlets, contests, displays and bally.

SPG Will Terminate Contract with 20th-Fox

The Screen Publicists Guild said at the weekend it has notified the management of 20th Century-Fox that it will terminate its contract with the company as of April 11. The action followed failure of the Guild to reach an agreement with 20th-Fox in a wage dispute with the company.

The Guild said it has notified Fox that it is now "free to take action" against three of the company's pictures that will be on Broadway after the contract expires. Under its present contract, the Guild is prohibited from such action.

The Guild is currently also negotiating with Warner Bros. for a new contract in which wages are an issue.

NSS, Cont. Deal

National Screen Service will handle the accessories and trailers for "Room at the Top" and "The Eighth Day of the Week," two of Continental Distributing, Inc.'s major 1959 releases.

Only Six Day 'til OSCAR DA Tell your patror and friends t tune in to NB(TV or NBC-Radi for the bigge show of the yea

Eby to Remai

(*Continued from page 1*)

tional Main Guy; John H. Rowle chairman, executive board; Edwa Emanuel, first assistant Internation chief barker; Nathan D. Golde chairman of the Heart Committee.

Reports on the Heart Projects the various Tents will be made to t convention on Wednesday, followi which Golden's committee will vo the annual Heart Award to the Te whose project is deemed most deser ing.

Humanitarian Award Friday

International Variety's annual H manitarian Award will be announc at the closing banquet Friday nigh

Toronto has been chosen as the co vention city for 1960. The 1961 co vention city will be determined convention session this week. Amo the cities campaigning for it is Dubli Ireland.

Standard, Poor's

(*Continued from page 1*)

volume production in order to co centrate more on blockbusters, "whi justify higher admission charges," a also calls attention to production-di tribution companies television acti ities, revenues from which, it repor "are growing in importance." T various diversification moves of t major companies also are cited.

The report says that, "In view the numerous problems presented this transition, film equities in gener continue speculative; however, states that United Artists and Wa Disney "are among the most favo ably situated at present," and ad that "Warner Bros. and Loew's In seem likely to record the sharpe earnings improvement for the year

'Windjammer' in Berli Starting on April 3

From THE DAILY Bureau

HOLLYWOOD, March 29.—"Win jammer" will initiate first multip panel attraction to be presented Berlin. The NT-Cinemiracle produ tion is booked to open in Germa capitol April 3. Portable equipme originally shipped to Germany for t 12-week Mannheim run, which end March 15th, is now being install in the Sports Palace in West Berli

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edito Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Maja' Ads Rejected By 4 Coast Papers

From THE DAILY Bureau

LOS ANGELES, March 29. – "The aked Maja" advertising controversy ontinued here, with the latest blow United Artists' advertising campaign coming from the four big Los ngeles newspapers. The dailies flatly rned down the ads submitted for a -theatre city-wide opening on Apr. 5.

The main objection to the ads was se of Goya's reclining-nude. Other jections were of the Ava Gardner-nthony Franciosa embrace illustraon and some of copy which one ewspaper representative termed "imoral and salacious," adding "there is question of the Goya painting beg a work of art. It's the way it's ploited that makes it objectionable."

Prior to submission of the ads, nited Artists held screenings for embers of the Los Angeles County t Museum, the Municipal Art Comission and directors of leading local t schools, who expressed their feelgs that the motion picture itself was tistic and not objectionable to fam- viewing.

It was pointed out by local art folwers that promotions of showings famous paintings by the city's iseums and in art galleries also had ficulties with Los Angeles newspers when full or partial nudes were luded in exhibits.

oast La Brea

(*Continued from page* 1)

est Coast for 25 years. The building ll be completely modernized. Reting of the house will include 750 e seats and installing of modern th equipment and screen, to ren the theatre Aug. 1, at a cost $125,000.

Associated with Kronenberg in the ject is Dan Sonney, local producer distributor.

scar' Telecast

(*Continued from page* 1)

n of Academy program committee. The additional 15 minutes will ene more than 100 of the star parpants to show to their best advane, while maintaining the traditional pe and dignity of the awards pretations themselves, according to ducer Jerry Wald.

The eleventh-hour decision to exd the time of the April 6 show made following a special meeting he awards program committee.

homas Deane Retiring

IOLLYWOOD, March 29–Thomas Deane, vice-president and manager Bank of America's Los Angeles n office, will retire Tuesday after 15-year career on Spring Street. ne has played an important part he financing of motion picture and vision production, and has served film industry as a member of the stment committee of the Motion ure Relief Fund.

CONCLUDING THE signing of a contract for Samuel Goldwyn's production of "Porgy and Bess" to have its world premiere at the Warner Theatre in late June, Harry Kalmine (center), general manager and vice-president of Stanley Warner Theatres, shakes hands with Abe Montague, executive vice-president of Columbia Pictures which will release the film. George Josephs, in charge of sales for "Porgy and Bess," is shown at the right.

'Porgy' To Have World Bow at Warner

(*Continued from page* 1)

vice-president of Columbia Pictures, which is releasing the film, and by Stanley Warner Theatres.

Produced in Todd-AO and Technicolor, "Porgy and Bess" will be exhibited as a roadshow attraction with all seats reserved. There will be performances every evening at 8:30 with matinees Wednesday, Saturday, Sundays and holidays. The Warner Theatre engagement will be the exclusive showing of the feature in this area.

The Warner Theatre which housed the Cinerama presentations the past six years, will undergo some changes with the installation of a new Todd-AO projection system which will require enlargement of one of the three Cinerama projection booths. The present Cinerama sound system will be enlarged to accommodate the six-channel stereophonic sound system.

ASCAP Board

(*Continued from page* 1)

Dr. Douglas Moore and Deems Taylor were elected. Morton Gould replaces incumbent John Tasker Howard.

The publisher directors elected in the popular-production group were: Louis Bernstein, J. J. Bergman, Irving Caesar, Max Dreyfus, Bernard Goodwin, John D. Marks, Jack Mills, Maurice Scopp and Herman Starr. Bernard Goodwin of Livingston and Evans,. Inc., replaces Mrs. Bonnie Bourne of Bourne, Inc., on the board of directors. The publisher directors elected in the standard group were: Frank H. Connor of Carl Fischer, Inc., Rudolf Tauhert of G. Schirmer, Inc., and Adolph Vogel of Elkan-Vogel Co., Inc.

AA and Tevlin Sign

HOLLYWOOD, March 29. – A co-production and distribution deal has been signed by Allied Artists and C. J. Tevlin, head of Liberty Pictures, Inc., with April 27 set as the starting date for "The Bat," in which Vincent Price and Agnes Moorehead will star.

'Heaven' Screenings

Louis de Rochemont Associates will hold two theatre screenings of "Embezzled Heaven" for Catholic clergy and teachers at the Normandie Theatre here, on Wednesday and Thursday. Theatre exhibitors have also been invited to attend the showings.

Univ. Report

(*Continued from page* 1)

profit of $3,676,510 amounted to 98c per share on common stock outstanding.

52 Cents per Share

For the 13 weeks ended Feb. 1, 1958, the net loss was $426,900 after a Federal income tax benefit of $425,000. After dividends on the preferred stock this loss was equivalent to 52c per share on the 927,254 shares of common stock outstanding on Feb. 1, 1958.

CFC Names Kingsley

LONDON, March 29.–David Kingsley has been appointed as a member of the Cinematograph Films Council to fill the vacancy caused by the death of Sir Arthur Jarratt. Kingsley will be one of the members representing film renters, it is announced by the Board of Trade. Kingsley is managing director of British Lion Films and is also on the board of Shepperton Studios and Lion International.

ASCAP 'Matinee'

Paul Cunningham, president of the American Society of Composers, Authors and Publishers, will produce and emcee another ASCAP musical matinee at the National Press Club luncheon in Washington, D. C., tomorrow.

ATTENTION:

GEORGE STEVENS — SOL SCHWARTZ
(THE DIARY OF ANNE FRANK) (RKO PALACE THEATRE, N. Y.)

JERRY WALD — EDWARD L. HYMAN
(THE SOUND AND THE FURY) (PARAMOUNT THEATRE, N. Y.)

DARRYL F. ZANUCK—GEORGE SKOURAS
(COMPULSION) (RIVOLI THEATRE, N. Y.)

Unless 20th Century-Fox agrees to negotiate a fair settlement with its home office advertising and publicity employees, the Screen Publicists Guild will have no alternative but to take action against your pictures and your theatres beginning Monday, April 13th, when its contract with 20th has expired.

PLEASE USE YOUR INFLUENCE TO HELP US AVOID THIS NEEDLESS TRAGEDY IN THE MOTION PICTURE INDUSTRY.

SCREEN PUBLICISTS GUILD • DISTRICT 65, RWDSU, AFL-CIO

Motion Picture Daily Feature Reviews

Juke Box Rhythm

Clover—Columbia

This is a nicely integrated program musical aimed primarily at the teenage market although older patrons have not been entirely neglected. The young faces of stars Jo Morrow and Jack Jones, backed by such popular recording stars as the Earl Grant trio, Johnny Otis, and the Treniers, are well balanced by the dependable talents of Brian Donlevy, Hans Conreid and Marjorie Reynolds, whose generation is represented musically by George Jessel and the Nitwits. A Sam Katzman production, it has a screenplay by Mary C. McCall and Earl Baldwin. The routine story plays second fiddle to the music, the principal lure of "Juke Box Rhythm."

This story casts Miss Morrow as a foreign princess arriving in New York to select her coronation wardrobe. Becoming accidentally involved with singer-student Jack Jones, whose father, Donlevy, is a Broadway producer seeking backing for a show called "Juke Box Jamboree," the princess is persuaded into buying her wardrobe from novice designer Hans Conreid, who has promised to put the proceeds into the show in return for the publicity.

Right in the middle of these negotiations, Miss Morrow learns that she is being taken for somewhat of a sucker, and cancels her order. A change of heart, prompted primarily by her love for Jones, ensues, and the show goes on — Conreid a success, Donlevy reunited with his wife Miss Reynolds after a flirtation with Karin Booth and Jones invited to the coronation.

Arthur Dreifuss directed these hectic goings-on, interrupting periodically with a musical number of varying quality. The choreography and musical numbers were created and staged by Hal Belfer.

Running time, 81 minutes. General classification. Release, in April.

W.G.H.

Embezzled Heaven

Rhombus—Louie de Rochemont Associates

REPORTEDLY THE first motion picture in which a Pope of the Catholic Church has allowed himself to appear as an integral part of the plot, this German-made drama is based on a popular novel by Franz Werfel, author of "Song of Bernadette." Although inspirational in both theme and treatment, the Agfacolor production is also a visual delight, offering some of the most beautiful views of the Vatican and St. Peter's Basilica ever photographed for the theatre screen.

The screenplay by Ernst Marischka, who also directed, relates the simple tale of a cook, Annie Rosar, who tries to buy herself a place in heaven by financing her nephew's education to the priesthood. The nephew, she feels, will insure her a place close to God following her death.

What Miss Rosar doesn't reckon on, however, is that her nephew has no intentions of becoming a priest. Years later, when it is too late, she finds that all the money she has sent him has been wasted on a life of crime and bad habits. This situation places the cook, who has always been a God-fearing soul despite her selfish ambition, in a guilt-ridden frame of mind, and it is only as a result of a pilgrimage to Rome to expiate her sins that she dies a happy person, looking forward to the heavenly existence which she preferred to anything on earth.

The first two-thirds of this Rhombus film, which has been acceptably dubbed into English, are concerned with Miss Rosar's predicament, and were filmed principally in and around Vienna.

The big-plus value, and one which will be this UFA production's biggest selling point to secular audiences, comes in the final third of the film, which is devoted to Miss Rosar's pilgrimage to Rome. Here, the color cameras capture the Eternal City and its shrines at their most majestic, finally panning into a special Papal Audience in St. Peter's, where Miss Rosar and thousands of pilgrims from all over the world receive the blessings of the late Pope Pius XII. This scene in particular is shown in all its pomp and pageantry, and features extensive close-ups of the late Pope.

Running time, 92 minutes. General classification. Release, in late Spring.

WARREN G. HARRIS

Crime and Punishment, U.S.A.

Sanders Associates—Allied Artists

HOLLYWOOD, March 29

Terry and Denis Sanders, producer and director, respectively, of this unique modern interpretation of Feodor Dostoevski's famous novel, "Crime and Punishment," have evolved a piece of screen fare which will probably find its best reception among art house patrons. The Sanders brothers, who won the attention of Hollywood film makers for their Academy Award winning short subject, "A Time Out of War," which they produced three years ago at U.C.L.A., display a gift for delivering thought-provoking story material and ingenuity for effecting realism. The screenplay is by Walter Newman. The handpicked cast, comprised mainly of unknowns, with the exception of Mary Murphy in the lead feminine role, is highlighted by the introduction of George Hamilton in the difficult role of an obsessed killer, and Frank Silvera, outstanding as a police lieutenant who succeeds in method of obtaining a confession.

Backed by a impressive musical score by Herschel Burke Gilbert, the story treatment, paraphrasing the Dostoevski novel, tells in present day terms the plight of a killer who seeks refuge in his own justification of his crime.

The killer's arguments with the police lieutenant, without submitting to confession, provide the basis for the character study. Hamilton, who robbed and killed a pawnbroker in the belief that he was a financial burden to his mother and sister, finds himself in love with Mary Murphy, who has become a prostitute to support a worthless, drunken father. Following an evening spent with Miss Murphy, Hamilton learns that his confession to her of his crime has been heard by John Harding, who in turn uses this information to try and convince Hamilton's sister, Marian Seldes, to marry him. Harding, who had admitted to Hamilton that he had murdered his own wife in order to ask Miss Seldes to marry him kills himself when she turns him down. Hamilton, despite another's confession to his crime, distraught over the situations brought about by his actions, finds peace in his confession to Silvera.

Running time, 96 minutes. Adult classification. Release, in May.

SAMUEL D. BERNS

Mustang

Arnell—U.A.

HARTFORD, March 29

This Robert Arnell production was directed by Peter Stephens, working from a Tom Gries screenplay as based on the book, "Capture of the Golden Stallion," by Rutherford Montgomery.

Its best-known principal is Jack Beutel, and he's concerned this time out with the trials and tribulations of a rodeo star forced to labor diligently as a lowly cowhand after casually gambling away his handsome prize earnings.

From this point, matters get rather involved and sometimes excessively dramatic as Steve Keyes, ranch owner, orders a wild stallion destroyed and the newly-arrived hand takes it upon himself to save the animal. Romance enters the precarious setting too, in person of Keyes' sister, Madalyn Trahey. The pivotal charact wins out in the end.

Running time, 73 minutes. Gener classificatiaon. Release, in March.

A. M. V

The Third Sex

Constantin-Film— D & F. Dist. Corp

Motion picture patrons susceptibl to the lure of a title like "The Thir Sex" are apt to expect somethin rather more lurid and sensational tha they will find in this new German import being released here by D & F Distributing Corp.

What they will see is a tepid soap opera concerned essentially with the efforts of a determined mother to find a spouse for her reluctant son. Normally this is a subject for farce, bu the script writer, Felix Lutzkendorf has sought to make it dramatic by having the son homosexually inclined. The youth goes to a dance with a gir friend under protest; he would muc rather spend his evenings with a effeminate male friend reading the latter's novel.

This causes Mama and Papa no end of frustration until she conceives the idea—without telling her husband—o having the attractive young maid in their house seduce the boy. The plo works beyond her wildest dreams the youth soon deserts his evil companions to spend all his time makin love to the servant girl.

But the scheme eventually backfires as far as the mother is concerned A middle-aged esthete who has bee pursuing the son and whom the boy' father has threatened with exposur secures revenge by going to th police and charging the mother wit acting as a "procuress" in persuadin the maid to have an affair with th boy. The mother is sentenced to si months in jail as a result.

Aside from the obvious fact tha sexual deviation is not a legitimat subject for an entertainment film there are several other serious thing wrong with this picture. A forewor states that the story is based on a tru case, but the treatment turns out to b on the level of two-penny fiction. An none of the characters commands rea sympathy; the son is difficult to understand; the mother is strongly censurable for her callousness toward the welfare of the girl; the maid herself seems naive and empty-heade and the father is a pompous buffoo

The actors, on the other hand appear talented and probably deserv a better fate. They include Pau Wessely as the mother; Paul Dahlk the father; Christian Wolff, the so and Ingrid Stenn, the maid.

Helmuth Volmer produced th film, and it was directed by Veit Ha lan, who made "Jew Suess," the notorious anti-Semitic picture for th Nazis during the war. English subtitles translate the German dialogu

Running time, 83 minutes. Adu classification. Release, current.

RICHARD GERTN

lace Salutes New Loew's ate in Weekend Ad

A display of camaraderie between siness competitors, perhaps in the rit of the Easter season, was to be ed in Friday's N. Y. Times' amuse- nt section. A display ad there an- nced that the RKO Palace, ten- ed by "The Diary of Anne Frank," lcomes its neighbor, the "New" ew's State and its inaugural attrac- 1, "Some Like It Hot," and "extends t wishes for a long and prosperous eer."

The completely remodelled and re- nished State reopened yesterday. a for the friendly salute was Sol wartz's, RKO Theatres president.

nterstate Aid

(*Continued from page* 1)

spaper support for the promotion eading Texas dailies.

Vomen members of the organiza- 1, who are members of WOMPI, making person-to-person telephone s to leading residents of their nmunities, calling attention to the cast, and in several situations lo- merchants are cooperating with dow displays featuring names or ures of the nominees and disc ords of the nominated songs.

3C's 100 Stations Beam 'Oscar' Show

The Canadian Broadcasting Com- y's radio network of 100 stations been added to the worldwide vision and radio facilities that present the Academy Awards sentations this year. This means the Northwest mounties and the trappers in the most remote points the vast dominion can hear the gram on the night of April 6.

Announcement to this effect was le by Valentine Davies, vice-presi- t of the Academy of Motion Pic- Arts and Sciences.

Vin Barron, co-chairman of the adian Academy Awards promo- committee, reports excellent co- ration from CKCK-TV, Regina, katchewan. This TV station has pared special film sequences fea- ng each theatre manager standing ront of his theatre, urging the TV ience to tune in on the Academy ards telecast. The station has been wing this series of spots continu- ly from March 16.

4-'U' to Ship Jointly

CLEVELAND, March 29. — The hcoming move of the Universal ange to the Film Building here t month has resulted in an agree- nt between that company and Al- d Artists whereby the shipping artments of each will be operated tly on the first floor of the build- The department will be operated Universal's Frank diFranco and ed Artists' Joe Bernstein.

Loew's Circuit

(*Continued from page* 1)

Loew's Rochester, Rochester, N. Y.

Improvements at the Capitol will include re-seating, with a widening of seat rows to a minimum separation of 40 inches. Although the plans still are on the drawing boards, Picker estimated that this might reduce the 4,400-seat theatre by 700 to 1,000 seats. An additional improvement in seating, he said, would be the elimination of extreme right and left seats on aisles toward the rear in order to obtain increased aisle space.

In Rochester, a municipal underground parking facility is being constructed adjacent to the theatre, and extensive renovations will be made in anticipation of increased patronage resulting from the new parking accommodations.

None Neglected, He Says

Picker said, "We do not feel that any of our theatres have been neglected, and there actually is no urgent need for any program involving the physical condition of our houses, their projection, screens or the like. But where we feel it is desirable to make changes which will result in greater comfort and attractiveness for patrons, we will proceed with them."

The basic change in most instances, he commented, would involve improved seating, such as that now installed in Loew's State here. Newsmen were taken on an escorted tour of the theatre Friday afternoon while workmen still were busy with stage and screen work, carpets were still being fitted, painters, cleaners and concessions workers still were busy. But all was in readiness in time for a press preview the next afternoon; a formal preview Saturday night, and yesterday's official reopening to the public.

Picker said that the remodelled and refurnished and decorated State already has attracted distributors with outstanding product looking for a Broadway showcase. The inaugural tenant is United Artists' "Some Like It Hot." The second attraction has not yet been decided upon but the management is interested in "A Hole in the Head." The theatre will go to a two-a-day, reserved seat policy in the fall for "Ben Hur."

Studying Radio and TV

Picker said he could not discuss the company's diversification plans at this time but said it is looking for radio and TV stations, and other investment opportunities in the communications field. It now operates radio station WMGM, New York, which has announced an ambitious expansion program.

He said the circuit will continue its policy of closing unprofitable houses and adding new ones where desirable, especially in the drive-in field.

Albee Books 'Silent'

"The Silent Enemy," a Romulus Film being released by Universal-International, will have its New York premiere at the RKO Albee Theatre on Wednesday, April 8.

Television Today

IN OUR VIEW

TELEVISION, that most maligned of all media, got in a couple of good licks in rebuttal, and for itself quite recently in the person of Merle S. Jones, president of CBS Television Stations. Mr. Jones, addressing the St. Louis Rotary Club in that city, said that television welcomes criticism, or at least constructive comment and is quick to respond to it.

•

His talk marked the first anniversary of KMOX-TV, CBS-owned station in St. Louis. Appropriately enough, and with special significance, Mr. Jones' address was headed: "The Future of Television Is In Your Hands." He cited the station's obvious acceptance by the public of the St. Louis viewing area, as deduced from various audience polls and tests, but stressed the fact that the entertainment portion of the station's total programming could not at all be the measure of its service to the community. That it has passed the test of service is agreed, Mr. Jones pointed out, by the observations of the city's leaders, led by Mayor Raymond R. Tucker.

•

Mr. Jones made the salient point that many of television's critics, in St. Louis as elsewhere, seem to be motivated by a basic antipathy toward the medium, perhaps dictated by the all-too-obvious fact that television has successfully preempted so much of the average person's leisure time, and so much of the manufacturer's advertising dollar. The speaker pointed out, quite properly, that when reasonable and intelligent criticism becomes badly mixed with unfair and unreasonable attack, there is need for answer—to set the record straight, among other reasons.

•

The executive gave specific attention to recent attacks in *Newsweek*, *Life*, *Fortune* and *Esquire*. Mr. Jones makes the interesting observation that the attacks are in sharp contrast to what is so obviously the public's opinion of television, as indicated by the statistics: 45,000,000 families—87 per cent of the nation's total—have TV sets; the average viewer is watching the set more than ever before, some 2½ hours per day, and so on. The point is that television offers a tremendous amount of good, substantial, cultural and/or informational material, in addition to the routine, or regular run of socalled lesser entertainment stuff. The vital fact is that the average television viewer, by and large across the country, spends the vast majority of his television viewing time looking at the lesser material, and will not be induced to watch the better programs.

Television's big problem today, we venture to suggest, is a means of getting the vast majority of television viewers to look at the better material —even if it hurts.

Mr. Jones closed his speech with a sound thought: "I cannot emphasize too strongly that if America's television screens are to be illuminated by this kind of dedication to public service, it rests not alone in our hands, but equally in the hands of those who turn the dial." In other words, what the public wants it eventually gets.

—Charles S. Aaronson

Who's Where

Newell T. Schwin has been appointed to the new position of director, production sales, CBS Television Network operations department. He was formerly manager of special sales projects in the sales department.

□

Murry Salberg is the new director of advertising and sales promotion for WABC-TV here. Most recently, Salberg was radio and TV consultant for Marshall & Coch, Inc., prior to which he served with the CBS Radio Network for 10 years.

□

Joel Azerrad has been named art director for CBS Television Spot Sales. He had formerly been associated with CBS, NBC and Columbia Records.

Settle Suit over Rights To Burroughs 'Tarzan'

From THE DAILY Bureau

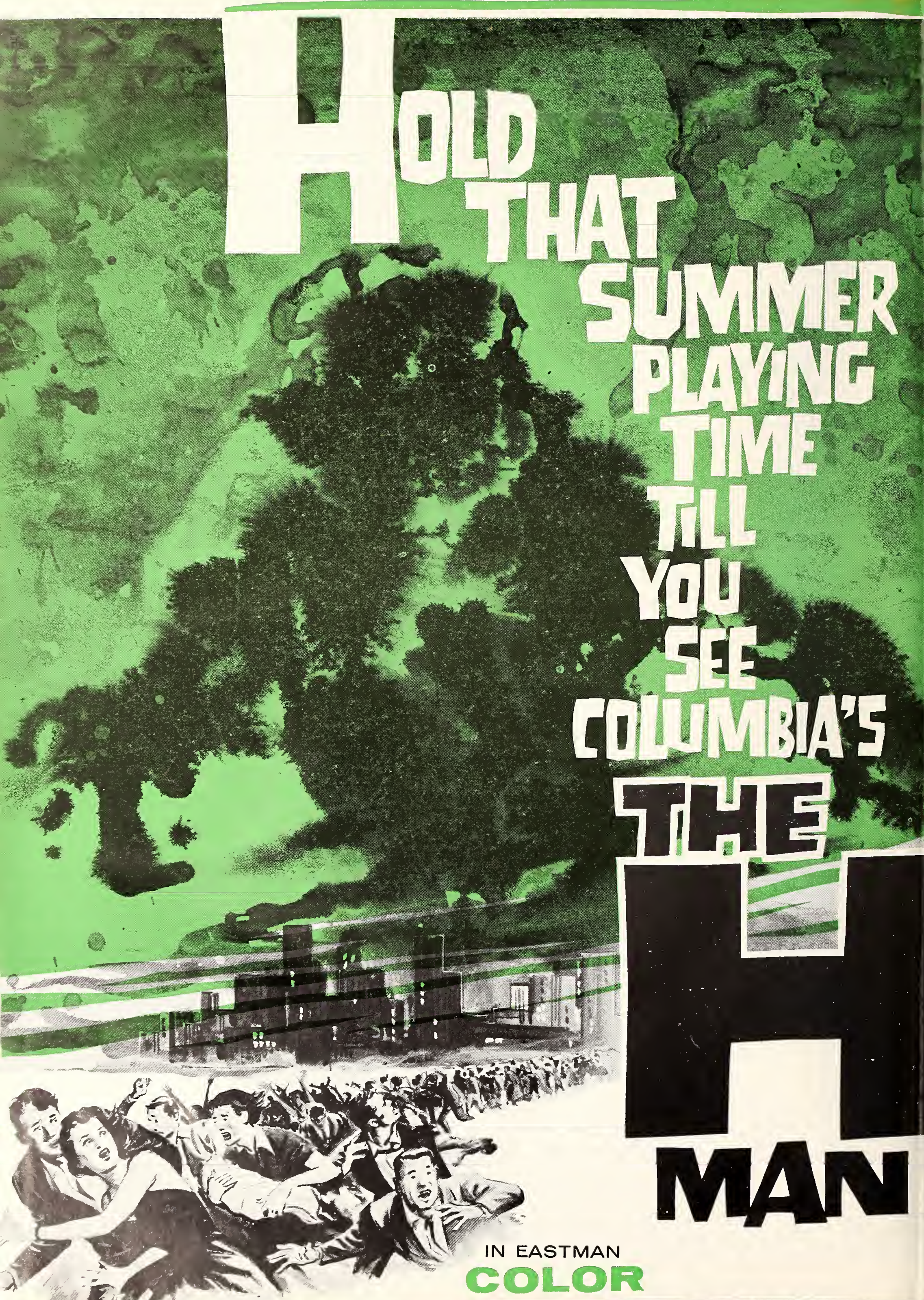
LOS ANGELES, March 29. — The State Supreme Court of California has denied the petition of application for hearing on appeal of Burroughs versus Commodore Productions.

Walter White, president of Commodore, stated the estate of Edgar Rice Burroughs has no further recourse to void its contract with his corporation dated Dec. 20, 1950, which gave Commodore television rights to the Tarzan character and story material.

White said he will restrain anyone who may have obtained rights from the Burroughs estate subsequent to his agreement; and reported that his lawsuit against the Burroughs estate seeking $10 million damages for time lost in holding up production of his Tarzan television series will start May 20 in Los Angeles Superior Court.

AB-PT Depts. Moving

Accounting, theatre and legal departments of American Broadcasting-Paramount Theatres will move on April 17 to 7 West 66th Street here, leaving only film syndicate and record departments at 1501 Broadway.


HOLD THAT SUMMER PLAYING TIME TILL YOU SEE COLUMBIA'S
THE H MAN
IN EASTMAN COLOR

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
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Point

L. 85, NO. 60 NEW YORK, U.S.A., TUESDAY, MARCH 31, 1959 TEN CENTS

rosses Swell

ecords Set t Box Offices ver Easter

ot,' 'Tempest,' 'Capone,' ansions' Among Hits

By WARREN G. HARRIS

The Easter parade to motion picture atre box offices strong all last ek, swelled to record proportions many situations over the Easter ekend.

Opening the refurbished Loew's te Theatre here, United Artists' me Like It Hot" enjoyed an Easter nday gross of $16,850. The Marilyn nroe comedy lured all-day capac- crowds, with block-long lines form- in the direction of the box office.

Saturday night, a special invita- nal premiere attracted more than 000 people to the front of the te for a personal glimpse of Miss nroe as she entered the theatre.

Further up Broadway, Paramount's empest" was performing well at the ge Capitol Theatre. In four days

(*Continued on page* 4)

reign Critics Name efiant' Best Film

Stanley Kramer's "The Defiant es" has received the award for the t American Film of 1958 of the m Critics' Circle of the Foreign nguage Press. Presentation was de in a radio broadcast last night r WNYC.

Other winners were as follows: Best British Film of 1958: Rank

(*Continued on page* 3)

unaway' Production it by Film Council

From THE DAILY Bureau

HOLLYWOOD, March 30. — The llywood AFL Film Council tonight led on the U.S. Congress for a full- le investigation of "runaway" for- n production by American pro- cers, charging that such production

(*Continued on page* 2)

LEVISION TODAY—page 5

Adams Ill; To Drop Offices

Special to THE DAILY

CLEVELAND, March 30. — For reasons of health, Horace Adams, president of Allied States, has been ordered by his doctors to withdraw from as many of his activities as possible, he disclosed here today.

Horace Adams

Adams already has resigned from the presidency of Independent Theatre Owners of Ohio and has been succeeded by Marshall Fine of this

(*Continued on page* 4)

S.C. Bill Would Make Sunday Films Legal

Special to THE DAILY

SPARTANBURG, S. C., March 30. —Representative Chester D. Ward, a member of the Spantanburg County legislative delegation, has introduced a bill in the House to legalize Sunday movies, Sunday fishing and Sunday

(*Continued on page* 2)

Registrations Heavy for Variety Int'nl. Convention

Special to THE DAILY

LAS VEGAS, Nev., March 30.—Approximately 1,000 delegates to Variety Clubs International's 32nd annual convention had registered today and hundreds more are expected before International Chief Barker George Eby calls for the first business session to order here tomorrow. The convention will continue through Friday.

Confirmation of Toronto, Canada, as the scene for the 33rd annual Variety Clubs International convention May 31-June 1, 2, 3, 1960, was made today by Variety's international crew.

Maryland Censor Bill Goes to Governor

By J. A. OTTEN

WASHINGTON, March 30. — The Maryland state legislature has passed and sent to the Governor a bill to provide stiff criminal penalties for showing obscene films to minors.

The bill would provide up to a year in jail and up to $200 in fines. Another bill to empower the state censors to classify films for showing to minors in Baltimore has passed the Senate and is pending in the House.

Censorship bills are also pending

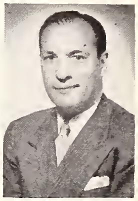
(*Continued on page* 2)

Theatres Dip

AB-PT Record Gross, Higher Net Last Year

Consolidated Earnings Up To $6,116,000 for 1958

American Broadcasting - Paramount Theatres set an all-time high in gross income and showed an increase of over $1,200,000 in consolidated earnings after taxes for 1958 over the previous year, Leonard H. Goldenson, president, reported to company stockholders yesterday.



Leonard Goldenson

Gross income for the year was $244,821,000, against $215,877,000 in 1957. Consolidated earnings after taxes rose to $6,116,000, or $1.40 a share, from $4,894,000, or $1.10 per share in 1957. Of the 1958 earnings, $772,000 was in net capital

(*Continued on page* 5)

Late April Hearings On Minimum Wage

From THE DAILY Bureau

WASHINGTON, March 30. — Senate labor committee officials now expect minimum wage hearings to start late in April.

They think the committee will wait until the Senate itself completes action on a labor reform bill recently reported by the committee and until the committee completes work on a railroad retirement bill. This should keep things busy until late in the month.

Exhibitors have been warned that there will be strong union efforts to extend coverage of the law to large theatres and theatre circuits, and also to boost the present $1 an hour minimum to $1.25. The Administration is seeking broader coverage but opposing the higher minimum.

Harling Sees House, F.C.C. Action on Toll TV As 'Great Victory' for Antis

Hailing the House Interstate Commerce Committee-Federal Communications Commission decision to limit the tests of broadcast toll-TV as a great victory for the opponents of pay-television, Philip F. Harling, co-chairman of the Joint Committee on Toll Television, declared yesterday the Joint Committee would press the House Interstate Commerce Committee to conduct hearings to completely resolve the toll-television question. In an analysis of the FCC letter which accepted the broadcast toll-TV test limitations

Philip Harling

(*Continued on page* 2)

Plan Regional Meet of Ohio, Ind., Ky., W. Va.

Special to THE DAILY

CLEVELAND, March 30. — The I.T.O. of Ohio has voted to join with Allied States units in Indiana, Kentucky and West Virginia in holding a four-state exhibitor convention, probably in Indianapolis, next September. Exact date and place will be decided soon. The plan is to follow with similar conventions in Cincinnati and Columbus in subsequent years.

Last week, the United Theatre Own-

(*Continued on page* 2)

PERSONAL MENTION

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, returned to New York yesterday from Rome.

•

LACY KASTNER, president of Columbia Pictures International, accompanied by BERT OBRENTZ, his assistant, will arrive in London today on the last lap of a 'round-the-world tour. They are expected to return to their New York headquarters at the end of the week.

•

ELY LANDAU, NTA chairman of the board, and OLIVER UNGER, president of NTA, will leave here today for the meeting of the directorate in Los Angeles.

•

JACK M. LEVIN, president of Certified Reports, is in Las Vegas from New York.

•

DAVE KING, British actor, arrived here yesterday from London via B.O.A.C.

•

WILLIAM PERLBERG, producer, will arrive here from the Coast next Monday instead of this week as originally expected.

•

MRS. MAL KLEIN, wife of the vice-president of WNTA-TV, Newark, N. J., has given birth to a girl, AMY.

•

MEL BROWN, Georgia exhibitor, has arrived in New York from Atlanta.

'Runaway,' Production

(*Continued from page 1*)

is giving "aid and comfort to the Communist conspiracy against free world" and started a strongly-worded resolution on its way to the national AFL-CIO with a demand that the next national AFL-CIO convention vote to support a nationwide consumer boycott of all pictures made by "runaway" American producers.

In a unanimously-adopted resolution which minced no words regarding the Council's feelings about "runaway" production, the organization charged that more than 50 per cent of the technicians and artists employed in American pictures made in foreign countries are Communists and demanded that Congress enact legislation to "require that all motion pictures and television films made in foreign countries and exhibited in the United States be plainly labeled in the main screen title with the country of origin, in order that the American public no longer be "hoodwinked" by American "runaway" producers.

Harling Sees

(*Continued from page 1*)

sought by Rep. Oren Harris, chairman of the House Interstate Commerce Committee and author of the resolution banning all forms of toll-TV, including cable transmissions, Harling declared his committee will now push for the Congressional hearings in order to outlaw cable-TV.

Points to Extreme Cost

He said the test procedure outlined for broadcast toll-TV was so limiting, should prove so costly to the pay-TV systems, and is so lengthy — three years—that he feels broadcast toll-TV is effectively stopped for the three years. Further, he said, Congressman Harris was very specific in his report to Congress on the limited test authorization, that the forthcoming tests would in no way make broadcast toll-TV permanent, and that Congress retained the right to decide to permanently ban the broadcast systems after the tests are completed.

Harling said he has been in daily contact with Marcus Cohn, Washington attorney for the Joint Committee, and they agree the limited tests represent a victory for opponents because:

1. Each of the five systems can be tested in only one city, and there are only 20 markets in the entire U.S. with four or more TV stations qualified for tests.

System Must Foot the Bill

2. Each of the five systems must pay all the costs of installing the system in individual homes, a cost, Harling said, should be prohibitive. The decision specifically prohibits the systems from passing installations costs on to users.

3. When the FCC first proposed to accept applications for tests in 1957 —when none of the present limitations were proposed—none of the systems filed applications. The new limitations are discouraging to the systems.

4. Regardless of whether the tests prove successful or not, Congressman Harris has specified to Congress the tests will not in themselves grant permanency to any system.

Up to Congress

5. Congressman Harris has further clearly indicated that the final judgment on whether pay-TV is legal is for Congress to decide.

Pointing out that the FCC had avoided any mention of cable-TV in its limited test authorization, Harling said that the Joint Committee will now press for hearings by Congressman Harris' committee on the House resolution in order to resolve the cable-TV question.

"We are confident," Harling declared, "that the hearings on the bill will convince not only the Interstate Commerce Committee and other members of Congress, but the public, that toll-TV in any form would be against the public interest.

"It is now incumbent upon the Joint Committee to press with all forces at its command for hearings by the House Interstate Commerce Committee so that once and for all the matter can be adjudicated by legislation."

Warner Sales Drive Setting Gross Record

Warner Bros. announced yesterday that the global "Welcome Back, Jack" sales drive in honor of president Jack L. Warner, will come to a close this week with what is expected to be a record one-week gross. The worldwide gross for the drive's final seven days, ending Saturday, will match or surpass the record-breaking "Jack L. Warner Week" of Feb. 22-28, 1959, which produced a gross that was almost 15 per cent greater than the previous one-week mark established in August, 1946, when Warner Bros. celebrated the 20th anniversary of sound.

The prediction of a record final week came from Bernard R. Goodman, sales vice-president, who is serving as drive captain. The closing week of the drive, which began Dec. 28, 1958, has been designated "co-sponsors Week" in tribute to the drive's co-sponsors, executive vice-president Ben Kalmenson, International president Wolfe Cohen, and general sales manager Charles Boasberg.

Nathan Cohn Elected To Col. Realty Board

Nathan Cohn has been elected a member of the board of directors and a vice-president of Columbia Pictures Realty Corp., a wholly owned subsidiary of Columbia Pictures.

Cohn has been affiliated with the parent company since 1924, when he was the New York area franchise holder for the newly incorporated motion picture distribution firm. Later, when the distribution system was completely absorbed, he was named manager of the New York branch office.

In 1945, he was promoted to New York division manager. Last year, Cohn was transferred to the home office in a major executive capacity.

Plan Regional Meet

(*Continued from page 1*)

ers of the Heart of America and the Missouri-Illinois Theatre Owners held a joint convention in Kansas City which was well attended. Many regional exhibitor organization leaders have been concerned for some time past with dwindling attendance at their annual meetings and have studied the possibilities of conventions taking in larger areas as a possible solution.

Maryland Bill

(*Continued from page 1*)

in two other state legislatures, Pennsylvania and Ohio, and are expected in two more legislatures—Wisconsin, which is already in session, and Florida, which starts in session next week.

Three legislatures where censorship threatened have now adjourned without action. Censorship bills died in the New York and Nevada legislatures with adjournment, and West Virginia, where a bill had been expected adjourned without one being introduced.

In all, 14 legislatures have now adjourned. Another 32 are either in session or will begin sessions later.

In Missouri, a state senator who is also an exhibitor, Frank Reller, has introduced an anti-checking bill and also a bill to place motion pictures under the State Public Service Commission and have rentals regulated as a public utility charge.

Carolina Bill

(*Continued from page 1*)

golf in South Carolina. Under the state's so-called "blue laws," all three are illegal at this time.

Co-authors with Ward are Representatives Harvey of York, Lemond of Charleston and Elliott of Columbia.

Representative Ward said his bill would make Sunday movies legal in areas "served by television stations on Sunday." Hours are not to conflict "with Sunday morning and evening church services," the Spartanburg solon declared. The bill includes a provision to that effect.

Under present state law, some cities under special circumstances are allowed to show Sunday movies if situated near a military installation or if a county referendum shows that voters approve.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKINS
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

SHOWMEN'S CHOICE FOR THIS and EVERY YEAR
For The BEST SPECIAL TRAILERS
40 Years of Experience have taught us the "Know-how" of making Special Trailers ....
filmack
1327 S. Wabash CHICAGO 5, ILL. ◀ TWO PLANTS ▶ 630 Ninth Ave. New York, N.Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

x-Exhibitors Sue panish Distributors

Eight former operators of Spanish eaking movie houses filed suit yes- day in New York Federal court for eged discrimination in runs and arances which forced them out of siness in 1956. They ask for a total $3,615,000 in damages.

Suit charges that as a result of the usal of Spanish film distributors to e them proper product, they were ced to go out of business, and that er their theatres were picked up Harry Harris, operator currently a group of these theatres. her defendants, in addition to Har- are Max A. Cohen, operator of ne of the Spanish speaking houses ich the suit charges received good ns, and the Spanish distributors: teca Films, Inc., Clasa-Mohme, c., both of California, Mexfilms, ., and various other theatre compa- s which are now operating thea- s that formerly belonged to the intiffs.

Plaintiffs include Tiffany Theatre rp., Westchester Operating Corp., adison Avenue Theatre Operating rp., A. and R. Theatre Corp., and ner former operators of the eight anish speaking theatres.

arter Tells of Offer to uy Yates Rep. Stock

From THE DAILY Bureau

HOLLYWOOD, March 30.—Victor Carter, a director of the Cali- nia Bank and second largest stock- der of Republic Pictures, has re- ted having suggested to president rbert Yates of Republic that he his control of the company to rter.

Silent Regarding Amount

Carter would not disclose the ount offered, nor reveal his plans the company should he manage to n control.

Republic's annual meeting is sched- d to be held in New York, April 7.

-G-M Releasing 'Top' Latin America

'Room at the Top," released in this ntry by Continental Distributing, ., is being handled in the Latin erican market by Metro-Goldwyn- ver.

ave Williams Retires

ATLANTA, March 30.—Dave Wil- ns, a familiar figure on Film Row many years, most recently with ited Artists as sales representative, retired from the industry.

Firm Opposition to All Censorship Voiced by Ohio Paper in Editorial

Special to THE DAILY

COLUMBUS, O., March 30.—Editorial opposition to "any and all forms of censorship" was expressed by the "Columbus Star," weekly tabloid published by the Wolfe organization. The daily "Columbus Dispatch" also published by the Wolfe newspapers, has long called for a restoration of Ohio's "mild" brand of movie regulation.

"Like us, both Senators Robert Shaw and Thomas O'Shaughnessy (authors of bills to revive film regulation) are opposed to censorship, too, but they feel—and they've got a lot of support from parent-teacher groups—that something has to be done about the matter," said the Star.

Hollywood 'Policing' Praised

"Both Senators agree that Hollywood itself does a pretty fair job of policing its own films. But they're worried about films produced by fly-by-nighters—and some foreign films—that delve into taboo subjects and try to capitalize on the little bit of lust that seems to be in all of us," said the editorial.

"Opponents of the two bills put forth as their chief argument that this kind of censorship responsibility begins at home. The Senators agree, but they point out that teenagers are on their own a lot and need protection from this sort of thing."

"The Senate's Judiciary committee currently is considering both measures. In testimony before it the other night, a young professor, Frederick Wirt, who earned his PhD at Ohio State and wrote his thesis on movie censorship, dealt the proposals a terrific wallop. He told the committee he had reviewed just about everything ever written on the subject and had concluded that no authority anywhere would agree (subject of course to careful analytical scrutiny) that today's movies induced juvenile delinquency."

"We can't find many people who agree with this conclusion, but we're like the young professor—we don't know anyone who can definitely prove the charge, either. We agree with Senators Shaw and O'Shaughnessy that something should be done about some of the distasteful film offerings, but so far we haven't seen anyone with what we think is the answer."

Foreign Critics

(*Continued from page* 1)

Organization's "A Night to Remember."

Best foreign language film of 1958: Kassler Films' "He Who Must Die."

Best actor of 1958: A tie between David Niven for "Separate Tables" and Spencer Tracy for "The Old Man and the Sea."

Best actress of 1958: Deborah Kerr for "Separate Tables."

Over 30 film editors of newspapers printed in over 18 different languages were polled on their choice in the various categories. Presenting the awards last night were James Karabatos, president of the Circle and editor of the Greek National Herald; Dr. Tibor Weber, Hungarian Journal, and Wladislaw Borzecki, editor of the Polish daily, "Nowy Swiat."

Lewis Accepts for Kramer

Roger Lewis, national director of advertising, publicity and exploitation for United Artists, accepted the certificate for Kramer, who is in Australia. Leslie Roberts, treasurer of Rank, accepted for his organization, and Frank Kassler received the certificate for Kassler Films.

Raoul Levy Deal with Columbia Is Signed

Signing of the contract with Raoul Levy under which the French producer will make his films exclusively for worldwide Columbia release was announced yesterday by Abe Schneider, president of Columbia. The new program will get underway following the completion of the currently filming Brigitte Bardot film, "Babette Goes to War," which concludes a previous multi-film contract.

The new arrangement calls for three pictures to be made in 1959, one of which will be "La Verite" ("Truth"), which has been written and will be directed by Henri-Georges Clouzot and will star Miss Bardot. Clouzot accompanied Levy to the U. S. for the negotiations.

Miss Bardot will star in a number of the Levy productions under the new arrangement.

Frank Lowery Joins UA

ATLANTA, March 30. — Frank Lowery, formerly sales representative here for Columbia Pictures, has joined United Artists in the same capacity.

PEOPLE

Samuel D. Berns, manager of the Hollywood bureau, Quigley Publishing Co., has been named by **Nathan D. Golden**, Variety Clubs International heart chairman to serve as one of the seven judges in naming the winning tent for the Annual Heart Award.

□

Fred Kelly, long associated with the theatre, films, cafes and TV, most recently associate producer of the stage productions at the Roxy Theatre, has resigned that position to accept the post of executive secretary of the Catholic Actors Guild, succeeding the late **George Buck. Kelly**, through the years, has been active as producer, director, actor, choreographer and dancer.

□

Peter W. Mahon, exhibitor of Prince Albert, Sask., has been chosen Citizen of the Year by a joint committee of the Kinsmen's Club and the "Daily Herald."

□

Nat Dreyfus, formerly of Howco Pictures, New Orleans, has joined the sales staff of Don Kay Enterprises in that city.

□

Joe Krenitz, at various times associated with Universal and MGM in the Cleveland distribution field, has been named manager of the Gala Drive-in Theatre, Akron, a unit of Selected Theatres, Cleveland.

□

Larry Stephens, publicist who for the past six months has handled the Cinerama account in the Toronto area, has been named advertising-promotion manager of the Canadian Cinerama Corp.

□

Walter Burget, who built the Lincoln Drive-in Theatre, Van Wert, O., in 1950, later leasing it to Selected Theatres, Cleveland, has again resumed its operation in association with his son, **Gail**.

□

Robert Murphy has resigned as manager of the Lockwood & Gordon first-run Palace Theatre, South Norwalk, Conn., to return to the sales promotion field. His successor has not yet been named by L&G.

□

Mary Lou Weaver, secretary to **William Twig**, Warner Brothers branch manager in Cleveland, has been named Warner Club news reporter for the Cleveland branch.

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(*Continued from page* 1)

ending Sunday, the spectacle grossed a "very big" $49,000. A first week's business of $70,000 is in prospect, it was reported.

Attracting large crowds to the midtown area was Allied Artists' "Al Capone" at the Victoria Theatre. In its first five days, the gangster melodrama earned $41,279, termed a record. At the Paramount Theatre, New Haven, "Capone" grossed a "smash" $6,831 Thursday through Sunday, and is holding.

Extra Show at Music Hall

Radio City Music Hall, featuring MGM's "Green Mansions" in addition to the traditional Easter holiday stage revue, turned in a Thursday to Sunday gross of $114,500. Because of the school vacation period here, the Music Hall has scheduled an extra show daily all this week, with doors opening at 7:30 A.M.

Warner Bros.' "Rio Bravo" is holding forth at the Roxy Theatre, along with a holiday stage revue, and grossed an estimated $41,000 for the three days ending Sunday. The John Wayne western, playing 150 theatres throughout the nation, grossed $775,110 for that one day alone, termed the biggest such figure in Warner history.

At the Paramount Theatre here, 20th Century-Fox's "The Sound and the Fury" got off to a "very good" start, grossing $32,000 for the three days ending Sunday. Fox's "The Diary of Anne Frank," which has been playing to capacity hard-ticket houses at the RKO Palace, is expected to gross $39,000 for 12 shows ending tonight.

Disney Has 3 First-Runs

Walt Disney had three New York first-runs doing well this past holiday weekend. At the Criterion, "The Sleeping Beauty," which is playing an extended run engagement, grossed $15,162 over Friday, Saturday and Sunday, with $28,000 expected for the week ending Tuesday. "Shaggy Dog," in a dual engagement, grossed $16,624 at the Odeon and $10,500 at the Trans-Lux 52nd Street during the three-day weekend.

Several "long-run" attractions turned in attractive grosses here over the weekend. On Easter Sunday alone, "Gigi" was "stacking them in" at the small East Side Sutton Theatre to the tune of $3,585. The long-run "Separate Tables" grossed $17,500 and $5,070 at the Astor and Normandie, respectively, for four days ending Sunday. In its 20th week at the Paris Theatre, "The Horse's Mouth" garnered $11,935, topping receipts of the past four weeks.

'Imitation of Life' Strong

Out of town, Universal-International's "Imitation of Life," which opens here at the Roxy following the current engagement of "Rio Bravo," was topping records of all previous U-I releases, including "The Glen Miller Story." "Life" had three important openings over the weekend, and the Saturday-Sunday grosses were as follows: $12,500, Loew's State, Boston; $7,500, Joy Theatre, New Orleans; $5,500, Mayfair Theatre, Baltimore.

In five days ending Sunday, "Life" grossed $43,500 in three Miami situations, the Carib, Miracle and Miami. In Charlotte, at the Manor Theatre, the Lana Turner starrer earned $5,200 in four days. The picture is also turning in strong holdover figures: $40,000 in six days of the second week at the Roosevelt, Chicago; $16,000 in three days of the second week, Hippodrome, Cleveland; $12,500 in three days of the second week, Golden Gate Theatre, San Francisco; and $11,500 in three days of the second week, Paramount Theatre, Los Angeles.

Business Good Nationally

Also in scattered engagements across the country, "House on Haunted Hill" was running ahead of all previous Allied Artists releases except "Friendly Persuasion," although in several spots the horror melodrama was outgrossing even that champion. Typical grosses reported for "House" were: $10,700 in five days, Orpheum, Minneapolis; $5,500, three days, Lincoln, Trenton, N. J.; $8,500, three days, State, Jersey City; $7,400, first week, Rialto, Louisville; $10,200, first week, Orpheum, Denver.

Other "House" figures include: $7,600, first week, Paramount, Des Moines; $7,800, first week, Orpheum, St. Paul; $8,800, first week, Texas, San Antonio. A number of the theatres mentioned are holding "House" for extended playing time.

'Gidget' a Good Draw

Columbia's "Gidget" was reported to be "very good" in its first dates around the country. Typical grosses reported for the teen-age romance were the following: $4,100, three days, Palace Theatre, Tampa; $5,400, three days, Broadway-Capital, Detroit; $3,700, four days, Orpheum, Tulsa; $5,000, three days, Rialto, Atlanta; $3,200, four days, Riviera, Knoxville; $9,200, first week, Gopher, Minneapolis; $7,200, five days, Plaza, Kansas City.

"Tempest," which was doing well on Broadway, was reported to be doing business equal to or surpassing an earlier Paramount release, "The Buccaneer." At the Center in Buffalo, the spectacle turned in a three-day gross of $11,344. For the same number of days, the picture grossed $7,422 at the Paramount, Rochester; $7,875 at the Grand, Cincinnati; and $9,972 at the St. Louis, St. Louis. In its first five days at the Harber, Oklahoma City, "Tempest" grossed $7,168, and in four days at the Ohio, Cleveland, grossed $9,432.

'Sound and Fury' Popular

As well as getting off to a good Broadway start, "The Sound and the Fury" was turning in good business out of town. Figures reported for the three-day weekend include: $5,506, Paramount, Des Moines; $5,173, Towne, Baltimore; $13,785, Fox, Detroit; and $4,149, Wisconsin, Milwaukee. The drama was said to be running ahead of last year's "The Long, Hot Summer."

Easter Business for Interstate 'Terrific,' Says O'Donnell Aide

DALLAS, March 30. – "We had the biggest Easter business in years," exclaimed Raymond Willie, assistant to Robert J. O'Donnell, vice-president and general manager of the Interstate Circuit.

"It definitely surpassed even the past two years which were good by big margin," he added. "We had to turn away crowds at the downtown houses. The Palace, with 'Rio Bravo' and the Majestic, with 'House on Haunted Hill' were jammed while in the Suburban 'Auntie Mame' packed them in. The Village and the Esquire were crowded throughout the Easter vacation from Friday through Monday, with school children standing in line for every showing. All in all it was simply terrific."

Near Riot at Monroe Film Opening

MARILYN MONROE
TONY CURTIS
JACK LEMMON
SOME LIKE IT HOT
LOEW'S
OOK'S

PREMIERE RHUBARB—Some 1,500 howling fans bowled over policemen, splintered barricades and took undisputed possession of Seventh Avenue between 45th and 46th Streets as Marilyn Monroe attended the New York opening of United Artists' "Some Like It Hot" at the newly-rebuilt Loew's State Theatre. The boiling street crowds were described by the police as the largest and most avid ever to watch a premiere of a film in New York. By the time Miss Monroe arrived, 50 additional policemen were rushed to re-enforce the 50 already on the scene to contain the throng.

Adams Is Ill

(*Continued from page* 1)

city, who was vice-president of the organization.

Asked whether he would resign the national Allied presidency, Adams replied, "No comment."

However, he will attend the Allied States board meeting in Washington, in April, and will disclose his intentions at that time. One report was that if a successor has been found by then, he will step down from the Allied presidency, or will remain only long enough to counsel a successor.

Edward Lider of New England Allied is national vice-president, and in line to succeed Adams. The latter is serving his second term as president, having been reelected at the annual board meeting in Pittsburgh in February. It is known that he accepted the second term reluctantly, having promised his wife before leaving for the meeting that he would refuse reelection. Nevertheless, he was prevailed upon to continue in the office.

Urged to Continue

Much the same circumstance prevailed at the I.T.O. of Ohio annual meeting in Cincinnati last December, where he asked to be relieved of the presidency for reasons of health. At the insistence of the board he consented to serve another term but stipulated that he would not accept another office thereafter.

Adams also is chairman of the committee on exhibitor - distributor relations of the American Congress of Exhibitors and had been working on arrangements for a meeting with company presidents to discuss mutual problems. Meanwhile, under his direction, efforts are being made to gather specific information from exhibitors throughout the country of major difficulties which might be resolved with distributor cooperation.

Because of the "absolute orders" of his physicians to curtail his activities, Adams very likely will have to resign the ACE post as well.

He was taken ill several weeks ago and was hospitalized briefly and ordered to rest. Of late, he has been going to his office for only a few hours daily.

Hazard Named U.A. Seattle Branch Head

Robert M. Hazard has been appointed United Artists branch manager in Seattle, it was announced by James R. Velde, general sales manager. He replaces Arthur J. Sullivan deceased.

Prior to his appointment, Hazard had been UA sales manager in Seattle. He joined the company as head booker of the San Francisco branch in 1951. He was later made office manager of the San Francisco branch, a post he held from 1953-55. From 1955-57 he served as a salesman with UA's Denver branch office. In 1957 he returned to San Francisco as a salesman and held that post until his appointment as sales manager in Seattle last month.

antor, Douglas Pacts aken to Coast Court

From THE DAILY Bureau

LOS ANGELES, March 30. — B. rald Cantor has filed a lawsuit in perior Court here against actor Kirk uglas, and his wholly-owned corrations, Public Relations Corporans, Public Relations Consultants, ., and Bryna Productions, Inc. for iew of previous agreements ened into by Cantor and Douglas and ir related companies and for deratory relief against Douglas and companies.

The actions instituted by Cantor on half of himself and Cantor, Fitzrald & Co., Inc. allege that Cantor l Douglas had an investment partrship from September, 1952, to tober, 1958.

They further allege that in October, 58, Douglas expressed his desire to minate the partnership, which reted in negotiations to settle difences and disputes arising out of rtnership.

Informal Settlement Last Year

n November, 1958, an informal tlement was arrived at subseently formalized at Douglas' insistce which led to a series of agreents calling for sales by Douglas to ntor of securities and properties. rpose of agreements, which resulted payments to Douglas and his comnies, was to release Cantor and ntor Fitzgerald & Co., from all ims by Douglas against them aris- out of partnership affairs.

In February, 1959, Douglas dended payments in excess of $190,- not called for in the November, 58 agreement. Cantor asserts that agreement settled all of the partrship affairs and that these demands utterly without foundation. Doug- demands, Cantor asserts, have stroyed the purpose and value of agreement and have caused him stantial expense and annoyance.

Cantor is asking the court to declare t any agreement entered into been him and Douglas be declared ll and void and that Douglas and companies be made to return 93,000 paid them to date.

ornblow and Col. Sign

HOLLYWOOD, March 30.—Arthur rnblow, Jr., will produce four feares for Columbia Pictures release er the next four years, it was anunced today by Samuel J. Briskin, e-president. The deal calls for one n a year. Hornblow will maintain office in New York, coming to llywood only when necessary for oduction of his pictures. The new al is effective April 6.

7 to Play 'Uncle'

The biggest New York City break the history of Continental Distriting, Inc., will take place tomorrow en Jacques Tati's "My Uncle," an ademy Award nominee, is shown at neighborhood theatres.

AB-PT Disposed of 26 Theatres During 1958

AB-PT disposed of 26 more theatres in 1958 in keeping with its policy of divesting marginal properties, Leonard Goldenson, president, reveals in his annual report to company stockholders.

At the end of the year, it was operating through subsidiaries 511 theatres. "Further dispositions will be made, as the desired purchasers are found, with the view toward retaining only those theatres with the best earnings potential," Goldenson said. "At the same time, economies are being made wherever possible."

AB-PT Gross

(*Continued from page* 1)

gains equal to 19 cents per share. No capital gains were reported in 1957.

AB-PT's theatre operating income last year was $94,280,000, including vending profits, compared to $95,280,000 in 1957. Goldenson said theatre operating profits held about equal to the previous year's level, "primarily due to operating economies and an extra week's business in the 1958 fiscal year." He added there is still a "wide appeal for top quality motion picture entertainment. Pictures with strong audience attraction continue to show substantial box office grosses."

TV Income Sets Mark

Operating income from the ABC television division spurted to a record high of $136,967,000, against $109,393,000 in 1957. AB-PT's merchandise sales and other income, including Am-Par Records and a 35 per cent interest in Disneyland, was $13,574,000 last year against $11,204,000 in 1957.

Goldenson said Am-Par Records "had a very successful year and reported increases in income and earnings over 1957." Disneyland Park, he said, "reported record income and attendance." Electronic companies in which AB-PT has interests also reported overall increased business and better operating results. "While we have not realized dividend income from these investments," he said, "our equity has appreciated."

Tells of Subsidiary Expansion

Both Am-Par and ABC Films, the television film subsidiary, "expanded their operations in the growing international market," Goldenson said. "Thus established, and gaining experience in the foreign field, we are also actively looking into international television which holds great promise for the future. A minority interest is being acquired in News Limited, an Australian company, principal owner of a television station to begin operation this Fall, and with interests in the newspaper, magazine publishing and radio broadcasting fields. This entry into one of the fast growing world television markets should prove mutually beneficial."

Goldenson reported that while local radio stations did well in 1958, "radio networks, since the advent of television, have encountered increased difficulty in operating on a profitable basis.

"We are keeping the ABC Radio Network loss to a minimum by streamlining the operation and yet providing the public, our affiliates and advertisers with a well balanced programming structure."

Financial Position 'Very Strong'

"Our financial position," Goldenson said, "continues to be very strong and effectively serves our present needs and those in the foreseeable future, particularly the capital requirements needed for the expansion in programming and in physical facilities for television."

The ABC Television Network, he said, "reported the largest increase in audience and the largest percentage increase in gross time billings of all three networks."

Current assets amounted to $65,682,265, and current liabilities, $18,557,475. Working capital in 1958 increased from $45,848,000 to $47,125,000. Net worth of the company rose from $83,718,000 equal to $18.62 per share in 1957, to $85,146,000, equal to $18.97 per share, for last year.

AB-PT Sells Land

American Broadcasting-Paramount Theatres has sold 118 acres of unimproved land near Poughkeepsie, N. Y., on Route 9, which it had originally purchased for a drive-in theatre. Plans were changed because of zoning difficulties. The property was purchased by Egan and Bliss, attorneys, through John J. Reynolds, Inc., broker.

Television Today

Cancer Researcher Will Appear on NBC 'Today'

Dr. Joseph Burchenal, leading scientist in cancer research, will discuss the latest developments in the fight against that disease on NBC-TV Network's "Today" program this morning. He will appear in a special remote pickup from station WDAF in Kansas City, Mo., not far from where the American Cancer Society is holding a seven-day, 30-man seminar at Excelsior Springs, Mo.

Will Talk on Leukemia

Dr. Burchenal, chairman of the division of chemotherapy of the Sloan Kettering Institute, New York, and professor of medicine at Cornell Medical School, New York, will speak (as a world-wide authority on leukemia) about the newest developments in his field.

RCA Planning Color Exhibit in Moscow

Radio Corporation of America will stage a special color TV demonstration as a highlight of the American National Exhibition in Moscow. The RCA exhibit will feature a fully-equipped color television studio which will originate eight hours of live and filmed programming daily. The programs will be carried by closed circuit to sixteen 21-inch color TV receivers situated throughout the fair grounds in Sokolniki Park.

Steinberg Is V-P, CBS Information

Charles S. Steinberg has been named CBS Television Network vice-president, information services, it was announced by Louis G. Cowan, president of the network.

Steinberg joined the CBS Television Network as director of information services on May 15, 1958. Prior to that, he was director of Press information for the CBS Radio Network since January 7, 1957. Before joining CBS Radio he had been associated with Warner Bros. for 14 years, as assistant director of publicity, associate director of publicity and as Eastern publicity director.

Transfilm Purchased By Buckeye Corp.

Special to THE DAILY

SPRINGFIELD, O., March 30. — The board of directors of the Buckeye Corporation (AMEX) announced today the acquisition of Transfilm, Inc., of New York. Transfilm, which had 1958 sales of approximately $2,000,000, is a producer of TV commercials as well as films for industry, government, and education for theatre and TV exhibition.

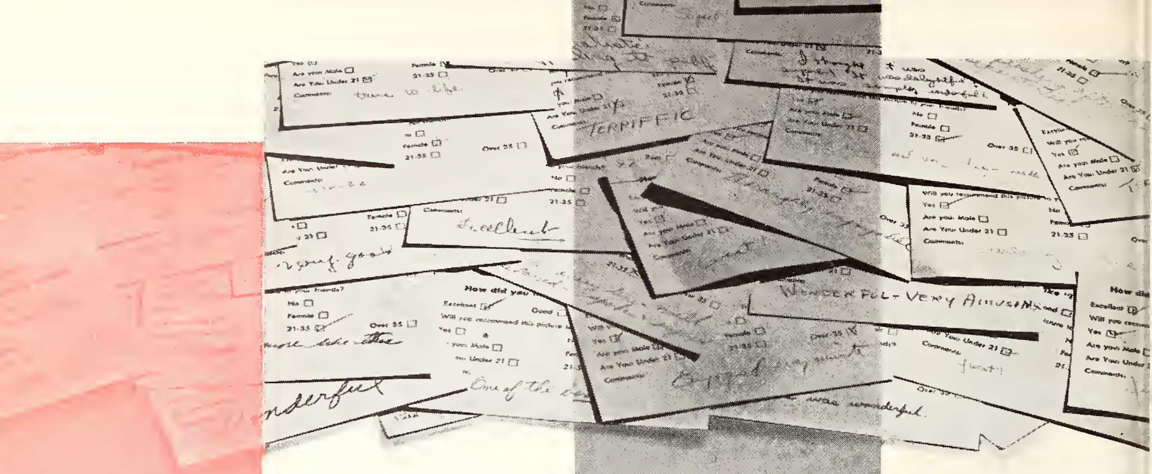
Two Issues Involved

Buckeye is acquiring Transfilm for 52,632 shares of Buckeye's common stock, plus 36,250 shares of Buckeye's 5 per cent preferred Series A.

Transfilm will become part of Buckeye's newly formed entertainment division, which was announced February 2. At that time, Buckeye acquired Pyramid Productions, Inc., New York, a producer of TV series, Flamingo Telefilm Sales, Inc., New York, a TV distributor, including property rights of certain feature pictures for TV and theatre distribution as well as TV series. In addition at that time Buckeye acquired $1,000,000 of property rights in five TV series from Essex Universal Corporation of New York. The latter film series are distributed by Flamingo.

Officials to Continue

Although a part of Buckeye's entertainment division, the corporate operation of Transfilm, Inc. will remain unchanged. William Miesegaes, president of Transfilm, Inc., and other members of management will continue in their present capacities.



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